

Media audiences in the Republic of Moldova

(survey commissioned by the Independent Journalism Center from IMAS-Inc Chisinau)

Research methodology

The general method used in this survey is based on day-after-recall interviews. The gist of this method is that interviewees are asked, in a face-to-face home interview, to recall what TV stations they watched, what radio stations they listened to, and what publications they read on the day before.

The objective of the present survey was to assess the audiences of TV and radio stations, dailies, weeklies and monthlies in the Republic of Moldova. The audiences of both nation-wide as well as regional and local media were measured.

The population of the survey is represented by the population of the Republic of Moldova aged 14 and above (2,859,582 people). The sample is representative of this population. Interviews were conducted in the course of 14 days (October 16-29, 2003). Thus, the recorded audience covers two full weeks (16-22 October and 23-29 October).

In the first phase a probabilistic, stratified sample was designed. The following are the stratification criteria:

1. geographical area
 - residence (urban-rural), size of urban communities (2 types), type of rural communities (commune village/member village)
 - The sizes of urban and rural strata were calculated proportionally to the number of population as per data supplied by the Department of Statistics of Moldova.

Within adjusted strata, communities (61) were selected randomly based on a table with random numbers.

In each community, a number of sampling points were identified, so that the maximal number of interviews in a sampling point would be 8. The families to be interviewed were selected by the method of random route, based on a statistical step.

In order to allow for comparisons between days of the week, all daily samples must have the same dimension and the same socio-demographic structure. Therefore, we used share sampling. That is, the total number of interviews in each community was divided, in the second phase, into days and shares. The shares were designed along the following characteristics:

- sex
- age
- urban/rural residence

The shares were designed based on data supplied by the Department of Statistics of Moldova and the data obtained from surveys conducted by IMAS Inc in the last year on representative samples in the entire country.

Daily samples were of 79 people. Since the survey went on for two weeks, each day of the week was matched by a sample of 158 people. The entire sample was 1097 people. The accuracy of measurements, and hence the margin of error, depend on the rate of an event's occurrence (i.e. the value that the measured indicator assumes) and on the size of the sample or the sub-sample to which the corresponding rate refers. The table below shows error margins for each sub-sample used.

		Share										
		99%	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%
		1%	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%
Sample size		?	?	?	?	?	?	?	?	?	?	?
one day	157	1.6%	3.4%	4.7%	5.6%	6.3%	6.8%	7.2%	7.5%	7.7%	7.9%	7.9%
2 days (weekend)	315	1.1%	2.4%	3.3%	4.0%	4.5%	4.8%	5.1%	5.3%	5.5%	5.6%	5.6%
5 days (working)	782	0.7%	1.5%	2.1%	2.5%	2.8%	3.1%	3.2%	3.4%	3.5%	3.5%	3.5%
7 days (full week)	1097	0.6%	1.3%	1.8%	2.1%	2.4%	2.6%	2.7%	2.9%	2.9%	3.0%	3.0%

*the full version of the survey can be found at: <http://ijc.iatp.md>

Consumption habits. Generalities

What is your preferred information source? *Maximum 2 answers*

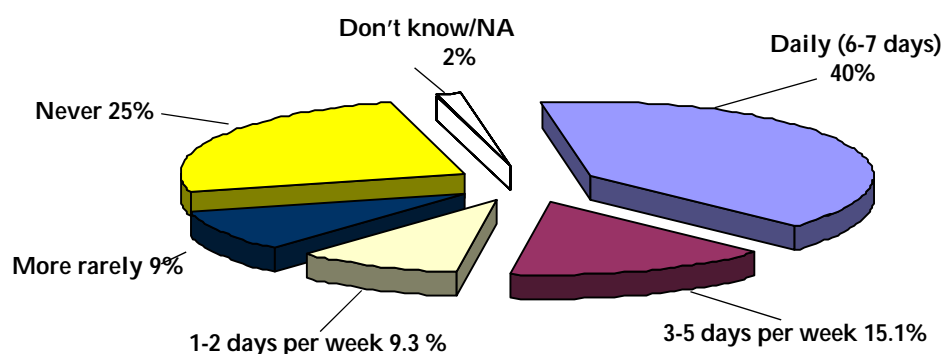
Sample: 1097 respondents – total

	First mention	Second mention	Total
Radio	21.1%	31.9%	53.0%
TV	66.2%	18.8%	85.0%
Printed press	3.0%	13.0%	16.0%
Internet	1.6%	1.7%	3.3%
Neighbors, relatives, friends	6.4%	13.8%	20.2%
None	1.2%		1.2%
NA	0.5%		0.5%

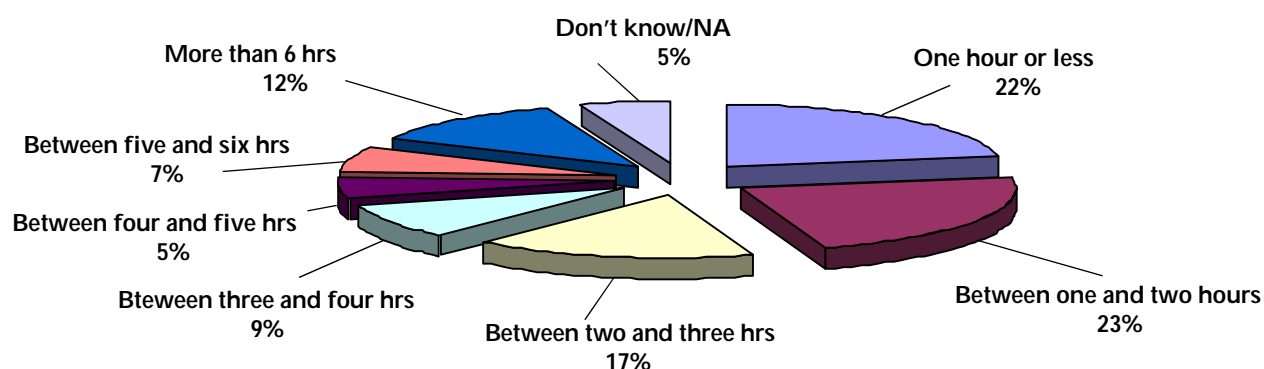
A. RADIO

1. Consumption habits

1.1 How often do you listen to the radio during the week?



1.2 On an average day on which you listen to the radio, how many hours are you listening to the radio?



2. What radio stations do you listen to most frequently?

Sample: 824 respondents listening to radio

	First mention (%)	Second mention (%)	Third mention (%)	Total (%)
Radio Moldova	33.6	12.0	3.1	48.7
Russkoe Radio	17.8	12.7	4.4	35.0
HIT FM	14.5	9.2	4.2	27.9
Antena C	8.2	7.8	2.9	18.9
Dinamit FM	4.3	1.5	1.6	7.4
Radio Maiak	2.1	2.9	1.8	6.8
Radio Chanson	1.8	2.3	1.2	5.3
Radio 103,5 FM	3.4	1.2	0.5	5.1
Radio Romania Actualitati	0.2	3.0	1.7	5.0
Little Samaritan	1.2	1.7	1.7	4.6
Evropa Plus	1.6	1.6	1.0	4.2
Radio FM	1.8	1.1	0.4	3.3
Inter FM	1.1	1.0	0.4	2.5
Vocea Basarabiei	0.8	0.5	1.0	2.3
Avto Radio	0.9	0.5	0.6	2.0
Nashe radio	0.8	0.7	0.2	1.7
Radio Nova	0.5	0.6	0.2	1.3
Radio PRO FM	0.5	0.5	0.3	1.3
Free Europe	0.2	0.4	0.6	1.2
Radio Iasi	0.1	0.8	0.3	1.1
Other (under 1% each)	4.0	4.5	2.0	10.6
Don't know	0.2			0.2
No answer	0.2			0.2

You said most often you listen to radio station... . Why do you prefer this station?

a) Why preference for *Radio Moldova* (the most frequently listened to station)

Sample: 277 respondents who prefer *Radio Moldova*

1. national information 16.0%
2. news 8.9%
3. information 8.8%
4. diversity of programs 8.0%
5. interesting programs 8.0%
6. no other option available 6.8%
7. music (good, much) 6.2%
8. it's nationwide 2.9%
9. I like it 2.8%
10. better reception 1.8%
11. more interested in it 1.5%
12. received everywhere 1.1%
13. accurate news 1.0%
14. other reason (under 1% each) 7.9%
15. don't know 10.5%
16. no answer 7.8%

b) Why preference for *Russkoe Radio* (the most frequently listened to station)Sample: 147 respondents who prefer *Russkoe Radio*

1. music (good, much).....	56.2%	7. entertaining.....	1.4%
2. interesting programs	5.6%	8. I like it	1.4%
3. old Russian songs	3.4%	9. it's on at my workplace	1.4%
4. news.....	2.9%	10. other reason (under 1% each)	4.8%
5. diversity of programs	2.7%	11. don't know	9.4%
6. children, grandchildren like it	2.1%	12. no answer	8.8%

2.1 Name three radio programs you prefer and the stations broadcasting them?

1. News - <i>Radio Moldova</i>	14.6%	17. Lunch concert - <i>Radio Moldova</i>	2.1%
2. Music - <i>Russkoe Radio</i>	9.1%	18. Stol zakazov - <i>Russkoe Radio</i>	2.0%
3. Musical dedications 1 - <i>Radio Moldova</i>	9.0%	19. News - <i>HIT FM</i>	1.9%
4. Musical dedications 2 - <i>Radio Moldova</i>	7.0%	20. Musical dedications - <i>HIT FM</i>	1.9%
5. Music - <i>HIT FM</i>	6.0%	21. Music - <i>Radio Chanson</i>	1.5%
6. Unda diminetii - <i>Radio Moldova</i>	5.4%	22. Radio drama - <i>Radio Moldova</i>	1.2%
7. La vatra jocului - <i>Radio Moldova</i>	5.3%	23. Music - <i>Antena C</i>	1.2%
8. News - <i>Antena C</i>	4.4%	24. Music - <i>Radio FM</i>	1.1%
9. Pentru virsta a treia - <i>Radio Moldova</i>	3.8%	25. Musical dedications - <i>Vocea Basarabiei</i>	1.1%
10. Musical dedications - <i>Russkoe Radio</i>	2.9%	26. Music - <i>Radio Maiak</i>	1.0%
11. Musical dedications 3 - <i>Radio Moldova</i>	2.8%	27. Podsolnuhi - <i>Russkoe Radio</i>	1.0%
12. L vatra jocului - <i>Radio Moldova</i>	2.8%	28. Music - <i>Dinamit FM</i>	1.0%
13. Music - <i>Radio Moldova</i>	2.7%	29. Religious programs - <i>Little Samaritan</i>	1.0%
14. News - <i>Russkoe Radio</i>	2.6%	30. Musical dedications - <i>Dinamit FM</i>	1.0%
15. Musical dedications - <i>Antena C</i>	2.5%	31. None	5.3%
16. Children's hour - <i>Radio Moldova</i>	2.2%	32. Don't know	10.8%
		33. No answer	6.6%

Chapter 3: Radio audiences

3.1. Radio audience – per day

3.1.1. DAILY REACH

This indicator measures the proportion (or the absolute number) of persons who, in the course of one day, listened to a radio station for at least 8 minutes.

a) Daily Reach (%)

	Mo	Tue	We	Thu	Fri	Sa	Su	work day*	Week end*	Mo-Su*
Radio Moldova	19.4	9.7	19.9	22.0	13.8	20.7	13.1	17.0	16.9	17.0
Russkoe Radio	9.3	8.3	8.0	10.8	8.4	15.2	10.4	9.0	12.8	10.1
HIT FM	7.7	7.6	5.1	8.5	5.9	5.7	5.6	6.9	5.7	6.6
Antena C	6.4	6.4	5.1	7.6	3.2	4.4	1.9	5.7	3.2	5.0
Dinamit FM	1.2	3.2	1.8	3.3	2.7	1.9	1.4	2.5	1.7	2.2

	Mo	Tue	We	Thu	Fri	Sa	Su	work day*	Week end*	Mo-Su*
Radio Chanson	3.2	1.3	1.3	2.0	0.7	1.2	1.3	1.7	1.3	1.6
Radio Maiak	1.4	0.6	2.0	0.0	1.9	2.0	1.4	1.2	1.7	1.3
Evropa Plus	1.3	1.9	0.6	2.6	0.6	0.6	0.0	1.4	0.3	1.1
Avto Radio	0.0	0.7	0.0	0.0	1.9	1.2	0.7	0.5	1.0	0.6
Radio Romania News	0.6	0.0	2.6	0.6	0.0	0.6	0.0	0.8	0.3	0.6
Radio FM	0.0	1.9	0.0	0.7	0.6	0.6	0.6	0.6	0.6	0.6
Little Samaritan	1.3	0.7	0.6	1.2	0.6	0.0	0.0	0.9	0.0	0.6
Radio Nova	0.6	0.6	0.0	0.0	1.3	0.6	0.0	0.5	0.3	0.5
Radio PRO FM	0.7	0.0	0.7	0.0	0.0	0.0	1.4	0.3	0.7	0.4
Free Europe	0.7	1.2	0.6	0.0	0.0	0.0	0.0	0.5	0.0	0.4
Radio 7 na 7 kholmakh	0.7	0.0	0.0	0.6	0.7	0.0	0.0	0.4	0.0	0.3
Nashe radio	0.7	0.0	0.0	0.0	0.0	0.7	0.0	0.1	0.3	0.2
Radio Europa FM	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Vocea Basarabiei	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.3	0.1
Other stations	5.7	4.4	4.4	4.4	7.7	3.9	4.6	5.3	4.3	5.0
All stations	43.6	35.7	39.8	44.0	41.5	43.1	34.5	40.9	38.8	40.3

*daily average

b) Daily Reach (thousand people)

	Mo	Tue	We	Thu	Fri	Sa	Su	work day*	Week end*	Mo-Su*
Radio Moldova	554.1	277.2	569.7	629.8	394.3	592.9	373.9	485.2	484.1	484.9
Russkoe Radio	265.8	236.1	230.0	310.1	240.7	434.1	296.0	256.5	365.5	287.5
HIT FM	219.5	217.2	144.8	242.3	168.2	162.2	161.4	198.3	161.8	187.9
Antena C	184.4	181.8	144.9	218.6	91.9	126.5	53.4	164.2	90.2	143.2
Dinamit FM	35.6	92.1	52.1	94.8	76.0	55.3	39.3	70.1	47.4	63.6
Radio Chanson	92.2	36.4	36.3	56.8	19.2	35.3	36.3	48.1	35.8	44.6
Radio Maiak	40.0	18.2	57.1	0.0	54.8	56.5	39.9	34.1	48.3	38.1
Evropa Plus	37.3	54.9	17.8	74.9	18.2	18.0	0.0	40.6	9.1	31.6
Avto Radio	0.0	19.0	0.0	0.0	53.4	35.3	21.3	14.5	28.4	18.5
Radio Romania News	16.5	0.0	74.7	18.4	0.0	18.1	0.0	21.9	9.1	18.3
Radio FM	0.0	53.0	0.0	19.3	18.4	18.1	18.1	18.1	18.1	18.1
Little Samaritan	35.8	19.7	16.5	34.3	18.1	0.0	0.0	24.9	0.0	17.8
Radio Nova	18.0	18.0	0.0	0.0	37.4	18.1	0.0	14.7	9.1	13.1
Radio PRO FM	19.3	0.0	19.1	0.0	0.0	0.0	40.3	7.7	20.0	11.2
Free Europe	21.4	35.7	17.3	0.0	0.0	0.0	0.0	14.8	0.0	10.6
Radio 7 na 7 kholmakh	19.3	0.0	0.0	18.1	19.8	0.0	0.0	11.5	0.0	8.2
Nashe radio	19.3	0.0	0.0	0.0	0.0	19.2	0.0	3.9	9.7	5.5
Radio Europa FM	0.0	17.5	16.5	0.0	0.0	0.0	0.0	6.8	0.0	4.9
Vocea Basarabiei	0.0	0.0	0.0	0.0	0.0	0.0	17.6	0.0	8.7	2.5
Other stations	162.5	125.8	125.6	127.1	220.4	111.9	132.9	152.4	122.3	143.8
All stations	1245.4	1020.1	1138.6	1258.1	1185.8	1231.9	986.1	1169.8	1109.8	1152.8

3.1.2. Prime-Time Reach

This indicator measures the proportion (or the absolute number) of the people who, between 7 a.m. and 2 p.m., listened to a radio station for at least 8 minutes.

a) Prime Time Reach (%)

	Mo	Tue	We	Thu	Fri	Sa	Su	work day*	Week end*	Mo-Su*
Radio Moldova	17.9	8.3	13.4	15.9	12.6	18.8	12.3	13.6	15.6	14.2
Russkoe Radio	6.2	5.8	6.2	7.7	4.6	12.0	7.1	6.1	9.6	7.1
HIT FM	3.2	3.8	1.9	5.9	3.3	4.4	3.1	3.6	3.8	3.7
Antena C	5.1	4.4	2.5	4.4	1.9	1.9	0.6	3.7	1.3	3.0
Radio Maiak	1.4	0.6	2.0	0.0	1.9	2.0	1.4	1.2	1.7	1.3
Radio Chanson	2.0	1.3	1.3	2.0	0.0	0.6	1.3	1.3	0.9	1.2
Dinamit FM	0.0	1.9	0.0	1.3	0.7	1.3	1.4	0.8	1.3	0.9
Avto Radio	0.0	0.7	0.0	0.0	1.3	1.2	0.7	0.4	1.0	0.6
Evropa Plus	1.3	0.6	0.0	1.3	0.0	0.0	0.0	0.6	0.0	0.5
Little Samaritan	1.3	0.7	0.0	0.6	0.6	0.0	0.0	0.6	0.0	0.4
Radio PRO FM	0.0	0.0	0.7	0.0	0.0	0.0	1.4	0.1	0.7	0.3
Radio FM	0.0	0.0	0.0	0.7	0.6	0.0	0.6	0.3	0.3	0.3
Nashe radio	0.7	0.0	0.0	0.0	0.0	0.7	0.0	0.1	0.3	0.2
Radio 7 na 7 kholmakh	0.7	0.0	0.0	0.6	0.0	0.0	0.0	0.3	0.0	0.2
Radio Nova	0.0	0.0	0.0	0.0	0.7	0.6	0.0	0.1	0.3	0.2
Radio Romania News	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.3	0.0	0.2
Radio Europa FM	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Other stations	1.9	3.8	2.5	2.0	2.5	2.7	2.6	2.6	2.7	2.6
All stations	33.9	26.2	26.0	33.9	26.8	37.3	26.7	29.4	32.0	30.1

*daily average

b) Prime Time Reach (thousand persons)

	Mo	Tue	We	Thu	Fri	Sa	Su	work day*	Week end*	Mo-Su*
Radio Moldova	511.2	238.4	383.4	455.5	359.1	537.7	352.6	389.7	445.7	405.6
Russkoe Radio	178.0	164.9	176.2	220.7	131.8	343.9	202.2	174.3	273.5	202.5
HIT FM	90.4	108.4	55.3	168.6	93.3	124.9	89.9	103.2	107.6	104.4
Antena C	146.9	125.8	72.4	126.7	54.6	54.3	18.1	105.2	36.3	85.6
Radio Maiak	40.0	18.2	57.1	0.0	54.8	56.5	39.9	34.1	48.3	38.1
Radio Chanson	56.1	36.4	36.3	56.8	0.0	17.3	36.3	37.1	26.7	34.1
Dinamit FM	0.0	54.9	0.0	37.5	19.8	36.1	39.3	22.4	37.7	26.8
Avto Radio	0.0	19.0	0.0	0.0	36.5	35.3	21.3	11.1	28.4	16.0
Evropa Plus	37.3	17.8	0.0	36.9	0.0	0.0	0.0	18.4	0.0	13.1
Little Samaritan	35.8	19.7	0.0	16.1	18.1	0.0	0.0	17.9	0.0	12.8
Radio PRO FM	0.0	0.0	19.1	0.0	0.0	0.0	40.3	3.8	20.0	8.4
Radio FM	0.0	0.0	0.0	19.3	18.4	0.0	18.1	7.6	9.0	8.0

	Mo	Tue	We	Thu	Fri	Sa	Su	work day*	Week end*	Mo-Su*
Nashe radio	19.3	0.0	0.0	0.0	0.0	19.2	0.0	3.9	9.7	5.5
Radio 7 na 7 kholmakh	19.3	0.0	0.0	18.1	0.0	0.0	0.0	7.5	0.0	5.4
Radio Nova	0.0	0.0	0.0	0.0	19.2	18.1	0.0	3.9	9.1	5.4
Radio Romania News	0.0	0.0	36.6	0.0	0.0	0.0	0.0	7.3	0.0	5.2
Radio Europa FM	0.0	17.5	16.5	0.0	0.0	0.0	0.0	6.8	0.0	4.9
Other stations	55.4	108.2	72.3	56.7	72.4	76.4	75.7	73.0	76.1	73.8
All stations	968.9	750.4	743.8	968.2	765.2	1066.6	764.0	839.3	916.3	861.2

*daily average

3.1.3. Daily Market Shares

This indicator measures the market shares of radio stations on a given day; (the listening time of one station divided by the total listening time in a given day)

	Mo	Tue	We	Thu	Fri	Sa	Su	work day	Week end	Mo-Su
Radio Moldova	33.0	18.6	38.1	30.4	30.5	32.6	32.5	29.7	32.5	30.5
Russkoe Radio	27.1	25.1	21.0	20.2	19.0	30.7	20.6	22.7	26.6	23.8
HIT FM	11.1	9.7	7.4	14.3	10.6	9.5	9.6	10.8	9.5	10.4
Antena C	4.6	20.2	6.4	7.8	1.9	4.2	7.1	8.5	5.4	7.7
Dinamit FM	1.1	2.6	3.6	4.7	2.9	3.4	2.5	2.9	3.0	3.0
Avto Radio	0.0	5.4	0.0	0.0	10.4	3.3	0.6	3.0	2.2	2.8
Radio Chanson	2.5	2.4	3.8	1.8	0.5	1.8	2.4	2.2	2.0	2.2
Evropa Plus	0.8	1.5	0.4	9.7	0.1	1.2	0.0	2.7	0.7	2.1
Radio Maiak	1.2	0.2	3.0	0.0	5.2	4.1	1.0	1.7	2.8	2.0
Radio FM	0.0	3.1	0.0	1.5	2.5	1.4	0.8	1.4	1.2	1.4
Little Samaritan	2.8	0.3	0.6	1.1	0.9	0.0	0.0	1.2	0.0	0.8
Radio Nova	0.4	1.2	0.0	0.0	2.4	1.0	0.0	0.8	0.6	0.7
Radio Romania News	0.2	0.0	3.1	0.8	0.0	0.3	0.0	0.8	0.2	0.6
Radio PRO FM	0.1	0.0	1.6	0.0	0.0	0.0	1.9	0.3	0.8	0.4
Free Europe	0.5	1.2	0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.3
Radio Europa FM	0.0	0.8	1.4	0.0	0.0	0.0	0.0	0.4	0.0	0.3
Radio 7 na 7 kholmah	0.5	0.0	0.0	0.5	0.7	0.0	0.0	0.3	0.0	0.2
Nashe radio	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.2	0.1
Vocea Basarabiei	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.0
Other stations	13.8	7.8	9.4	7.2	12.4	6.2	20.8	10.1	12.2	10.7
All stations	100	100	100	100	100	100	100	100	100	100

3.1.4. Prime-Time Market Shares

This indicator measures the market shares of radio stations between 7 a.m. and 2 p.m., (the listening time of a radio station divided by the total listening time between 7 a.m. and 2 p.m.).

	Mo	Tue	We	Thu	Fri	Sa	Su	work day	Week end	Mo-Su
Radio Moldova	41.9	42.8	21.5	37.4	32.6	38.9	31.2	34.4	36.0	34.9
Russkoe Radio	21.8	24.7	23.2	22.9	23.4	16.2	34.4	22.3	28.8	24.2
HIT FM	5.8	6.7	7.1	7.1	12.5	4.2	12.6	7.7	9.6	8.3
Antena C	3.8	5.5	23.7	2.9	8.0	2.1	2.9	8.8	3.3	7.2
Radio Chanson	2.4	3.5	5.1	7.3	3.0	0.0	0.4	3.8	1.3	3.1
Avto Radio	0.6	0.0	4.4	0.0	0.0	10.4	3.5	2.7	2.2	2.6
Radio Maiak	1.8	1.4	0.4	4.3	0.0	8.1	2.2	2.6	2.0	2.4
Dinamit FM	2.9	0.0	0.9	0.0	6.8	1.1	3.5	1.9	3.2	2.3
Radio FM	1.4	0.0	0.0	0.0	2.8	5.3	0.0	1.5	0.6	1.3
Little Samaritan	0.0	4.3	0.7	0.0	0.5	1.8	0.0	1.5	0.0	1.0
Radio PRO FM	3.0	0.0	0.0	3.1	0.0	0.0	0.0	0.6	1.4	0.8
Evropa Plus	0.0	0.9	0.8	0.0	3.4	0.0	0.0	1.1	0.0	0.8
Radio Nova	0.0	0.0	0.0	0.0	0.0	3.6	1.2	0.6	0.6	0.6
Radio Romania News	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.6	0.0	0.4
Radio Europa FM	0.0	0.0	0.4	2.6	0.0	0.0	0.0	0.6	0.0	0.4
Radio 7 na 7 kholmakh	0.0	1.1	0.0	0.0	1.0	0.0	0.0	0.5	0.0	0.3
Nashe radio	0.0	0.7	0.0	0.0	0.0	0.0	0.6	0.1	0.3	0.2
Vocea Basarabiei	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Free Europe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other stations	14.6	8.5	11.7	9.2	5.9	8.3	7.4	8.7	10.6	9.3
All stations	100	100	100	100	100	100	100	100	100	100

3.1.5. Ratings

(average ratings per quarter hour - in the entire day)

This indicator measures the ratings of radio stations, **in the course of one day** (the average of all exposures 15 minutes each for a radio station--divided by the entire sample of the day).

	Mo	Tue	We	Thu	Fri	Sa	Su	work day	Week end	Mo-Su
Radio Moldova	2.2	1.3	2.0	2.0	1.6	2.3	1.6	1.8	1.9	1.9
Russkoe Radio	1.8	1.7	1.1	1.3	1.0	2.2	1.0	1.4	1.6	1.4
HIT FM	0.7	0.7	0.4	0.9	0.6	0.7	0.5	0.7	0.6	0.6
Antena C	0.3	1.4	0.3	0.5	0.1	0.3	0.3	0.5	0.3	0.5
Dinamit FM	0.1	0.2	0.2	0.3	0.2	0.2	0.1	0.2	0.2	0.2
Avto Radio	0.0	0.4	0.0	0.0	0.6	0.2	0.0	0.2	0.1	0.2
Radio Chanson	0.2	0.2	0.2	0.1	0.0	0.1	0.1	0.1	0.1	0.1
Evropa Plus	0.1	0.1	0.0	0.6	0.0	0.1	0.0	0.2	0.0	0.1
Radio Maiak	0.1	0.0	0.2	0.0	0.3	0.3	0.1	0.1	0.2	0.1
Radio FM	0.0	0.2	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1

	Mo	Tue	We	Thu	Fri	Sa	Su	work day	Week end	Mo-Su
Little Samaritan	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.1
Radio Nova	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0
Radio Romania News	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Radio PRO FM	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Free Europe	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Radio Europa FM	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Radio 7 na 7 kholmakh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nashe radio	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vocea Basarabiei	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other stations	0.9	0.5	0.5	0.5	0.7	0.4	1.0	0.6	0.7	0.6
All stations	6.6	6.7	5.3	6.6	5.4	7.0	4.9	6.1	6.0	6.1

3.1.6. Prime-Time Ratings

(average ratings by quarter hour - between 7:00- 14:00)

This indicator measures the ratings of radio stations, **between 7:00- 14:00 hrs** (the average of all exposures of 15 minutes each for a radio station **between 7:00- 14:00**, divided by the entire sample of the day).

	Mo	Tue	We	Thu	Fri	Sa	Su	work day	Week end	Mo-Su
Radio Moldova	4.6	2.3	3.5	3.6	3.4	3.6	4.0	3.5	3.8	3.6
Russkoe Radio	2.7	2.5	2.1	2.6	1.4	4.0	2.1	2.3	3.0	2.5
HIT FM	0.7	0.8	0.7	1.4	0.4	1.5	0.6	0.8	1.0	0.8
Antena C	0.6	2.6	0.3	0.9	0.2	0.3	0.4	0.9	0.3	0.7
Radio Chanson	0.4	0.5	0.7	0.3	0.0	0.0	0.2	0.4	0.1	0.3
Avto Radio	0.0	0.5	0.0	0.0	0.9	0.4	0.1	0.3	0.2	0.3
Radio Maiak	0.2	0.0	0.4	0.0	0.7	0.3	0.2	0.3	0.2	0.2
Dinamit FM	0.0	0.1	0.0	0.8	0.1	0.4	0.3	0.2	0.3	0.2
Radio FM	0.0	0.0	0.0	0.3	0.5	0.0	0.1	0.2	0.1	0.1
Little Samaritan	0.5	0.1	0.0	0.1	0.2	0.0	0.0	0.2	0.0	0.1
Radio PRO FM	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.1	0.1	0.1
Evropa Plus	0.1	0.1	0.0	0.4	0.0	0.0	0.0	0.1	0.0	0.1
Radio Nova	0.0	0.0	0.0	0.0	0.3	0.1	0.0	0.1	0.1	0.1
Radio Romania News	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Radio Europa FM	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Radio 7 na 7 kholmakh	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Nashe radio	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Vocea Basarabiei	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Free Europe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other stations	0.9	1.3	0.9	0.7	0.7	0.9	1.4	0.9	1.1	1.0
All stations	10.8	10.8	9.4	11.2	8.7	11.6	9.6	10.2	10.6	10.3

3.1.7. Average daily listening time (minutes)

(how many minutes an individual spends listening to a radio station, **in the course of one whole day**)

a) The whole day

	Mo	Tue	We	Thu	Fri	Sa	Su	work day*	Week end*	Mo-Su*
Radio Moldova	176	163	186	145	131	171	159	155	166	158
Antena C	268	69	309	95	97	45	97	131	147	134
Russkoe Radio	141	279	295	198	177	175	205	223	179	207
HIT FM	120	139	124	110	160	140	169	137	145	139
Radio Nova	0	60	180	0	0	144	165	132	165	139
Little Samaritan	0	217	45	75	85	105	0	118	0	118
Radio Maiak	52	80	30	115	0	209	208	128	144	134
Vocea Basarabiei	30	0	0	0	0	0	0	0	30	30
Radio FM	90	0	161	0	210	300	225	200	158	188
Radio Romania News	0	30	0	91	120	0	45	86	45	81
Free Europe	0	60	0	30	0	0	0	71	0	71
Radio Europa FM	0	0	120	180	0	0	0	149	0	149
Radio PRO FM	95	15	0	180	0	0	0	97	95	96
Radio Chanson	135	75	180	226	85	60	145	115	140	121
Evropa Plus	0	59	76	45	352	15	195	166	195	169
Dinamit FM	126	83	77	151	135	84	177	106	156	117
Avto Radio	60	0	795	0	0	433	274	527	194	382
Nashe radio	0	45	0	0	0	0	45	45	45	45
Radio 7 na 7 kholmah	0	75	0	0	75	75	0	75	0	75
Other stations	317	232	119	141	134	108	138	142	228	162
All stations	206	220	272	190	216	187	235	216	222	217

b) Prime Time (7:00 – 14:00)

(how many minutes an individual spends listening to a radio station, **between 7:00-14:00**).

	Mo	Tue	We	Thu	Fri	Sa	Su	work day*	Week end*	Mo-Su*
Radio Moldova	137	109	116	110	96	114	81	108	103	106
Antena C	240	48	244	45	85	40	75	102	116	104
Russkoe Radio	124	180	182	146	142	129	139	156	134	148
HIT FM	75	96	85	144	100	48	141	91	113	98
Radio Nova	0	0	0	0	0	195	90	195	90	144
Little Samaritan	0	155	45	0	45	105	0	101	0	101
Radio Maiak	52	45	30	85	0	155	55	92	54	78
Vocea Basarabiei	0	0	0	0	0	0	0	0	0	0
Radio FM	90	0	0	0	195	300	0	246	90	196
Radio Romania News	0	0	0	99	0	0	0	99	0	99
Free Europe	0	0	0	0	0	0	0	0	0	0
Radio Europa FM	0	0	30	180	0	0	0	103	0	103

	Mo	Tue	We	Thu	Fri	Sa	Su	work day*	Week end*	Mo-Su*
Radio PRO FM	87	0	0	180	0	0	0	180	87	117
Radio Chanson	75	80	180	226	70	0	30	125	61	111
Evropa Plus	0	30	60	0	123	0	0	73	0	73
Dinamit FM	86	0	20	0	243	60	135	102	110	105
Avto Radio	30	0	300	0	0	299	136	299	97	197
Nashe radio	0	45	0	0	0	0	45	45	45	45
Radio 7 na 7 kholmakh	0	75	0	0	75	0	0	75	0	75
Other stations	222	199	140	144	140	120	135	146	178	155
All stations	151	134	172	151	139	137	130	145	139	143

3.2. Radio audience - by quarter hour

3.2.2. Reach (thousand people)

a) The entire week

N = 1097	TOTAL	Radio Moldova	Antena C	Russkoe Radio	HIT FM	Radio Nova	Little Samarit an	Radio Maiak	Vocce Basara- biei	Radio FM
05:00-05:14	17.2	2.9	5.7	2.9	0.0	0.0	0.0	0.0	0.0	0.0
05:15-05:29	17.2	2.9	5.7	2.9	0.0	0.0	0.0	0.0	0.0	0.0
05:30-05:44	22.9	2.9	5.7	8.6	0.0	0.0	0.0	0.0	0.0	0.0
05:45-05:59	22.9	2.9	5.7	8.6	0.0	0.0	0.0	0.0	0.0	0.0
06:00-06:14	125.8	85.8	17.2	8.6	2.9	0.0	0.0	0.0	0.0	0.0
06:15-06:29	145.8	100.1	20.0	8.6	2.9	0.0	0.0	0.0	0.0	0.0
06:30-06:44	168.7	111.5	22.9	11.4	8.6	0.0	0.0	0.0	0.0	0.0
06:45-06:59	174.4	114.4	22.9	11.4	8.6	0.0	0.0	0.0	0.0	0.0
07:00-07:14	300.3	168.7	42.9	37.2	5.7	2.9	0.0	2.9	0.0	0.0
07:15-07:29	274.5	143.0	40.0	34.3	5.7	2.9	0.0	2.9	0.0	0.0
07:30-07:44	280.2	148.7	31.5	40.0	8.6	2.9	0.0	2.9	0.0	0.0
07:45-07:59	248.8	128.7	22.9	40.0	8.6	2.9	0.0	0.0	0.0	0.0
08:00-08:14	291.7	108.7	22.9	65.8	20.0	2.9	2.9	2.9	0.0	2.9
08:15-08:29	257.4	88.6	14.3	65.8	17.2	2.9	2.9	5.7	0.0	2.9
08:30-08:44	228.8	65.8	17.2	60.1	20.0	0.0	2.9	5.7	0.0	2.9
08:45-08:59	211.6	57.2	17.2	65.8	14.3	0.0	2.9	2.9	0.0	2.9
09:00-09:14	251.6	62.9	14.3	74.3	17.2	2.9	2.9	2.9	0.0	5.7
09:15-09:29	234.5	60.1	8.6	74.3	14.3	2.9	2.9	0.0	0.0	5.7
09:30-09:44	228.8	60.1	5.7	68.6	17.2	2.9	2.9	0.0	0.0	5.7
09:45-09:59	234.5	60.1	5.7	77.2	22.9	2.9	2.9	0.0	0.0	5.7
10:00-10:14	286.0	71.5	11.4	97.2	28.6	2.9	5.7	8.6	0.0	5.7
10:15-10:29	286.0	68.6	14.3	91.5	28.6	2.9	5.7	8.6	0.0	5.7

N = 1097	TOTAL	Radio Moldova	Antena C	Russkoe Radio	HIT FM	Radio Nova	Little Samaritan	Radio Maiak	Vocea Basarabiei	Radio FM
10:30-10:44	283.1	65.8	14.3	88.6	28.6	2.9	5.7	5.7	0.0	5.7
10:45-10:59	274.5	62.9	14.3	85.8	25.7	2.9	5.7	5.7	0.0	5.7
11:00-11:14	348.9	82.9	34.3	94.4	34.3	2.9	8.6	14.3	0.0	5.7
11:15-11:29	334.6	74.3	31.5	94.4	37.2	2.9	8.6	11.4	0.0	5.7
11:30-11:44	331.7	77.2	28.6	88.6	37.2	2.9	11.4	11.4	0.0	5.7
11:45-11:59	306.0	71.5	20.0	85.8	34.3	2.9	8.6	5.7	0.0	5.7
12:00-12:14	331.7	97.2	20.0	74.3	25.7	2.9	5.7	11.4	0.0	8.6
12:15-12:29	306.0	91.5	20.0	62.9	28.6	0.0	2.9	11.4	0.0	5.7
12:30-12:44	306.0	82.9	20.0	62.9	31.5	0.0	2.9	14.3	0.0	5.7
12:45-12:59	291.7	80.1	20.0	65.8	31.5	0.0	2.9	11.4	0.0	5.7
13:00-13:14	446.1	214.5	22.9	77.2	34.3	0.0	0.0	17.2	0.0	2.9
13:15-13:29	431.8	205.9	22.9	80.1	31.5	0.0	0.0	17.2	0.0	2.9
13:30-13:44	403.2	191.6	25.7	68.6	34.3	0.0	0.0	14.3	0.0	0.0
13:45-13:59	380.3	174.4	25.7	65.8	37.2	0.0	0.0	14.3	0.0	0.0
14:00-14:14	377.5	140.1	31.5	71.5	42.9	0.0	2.9	17.2	0.0	2.9
14:15-14:29	343.1	120.1	25.7	68.6	42.9	0.0	2.9	14.3	0.0	2.9
14:30-14:44	280.2	80.1	20.0	62.9	42.9	0.0	5.7	8.6	0.0	2.9
14:45-14:59	283.1	85.8	17.2	60.1	40.0	0.0	5.7	8.6	0.0	2.9
15:00-15:14	300.3	68.6	25.7	74.3	42.9	0.0	8.6	8.6	0.0	2.9
15:15-15:29	288.8	48.6	20.0	77.2	48.6	0.0	8.6	8.6	0.0	2.9
15:30-15:44	286.0	51.5	17.2	82.9	48.6	0.0	5.7	8.6	0.0	2.9
15:45-15:59	283.1	48.6	17.2	85.8	48.6	0.0	5.7	8.6	0.0	2.9
16:00-16:14	288.8	62.9	14.3	80.1	40.0	0.0	2.9	5.7	0.0	5.7
16:15-16:29	257.4	57.2	14.3	65.8	34.3	0.0	0.0	2.9	0.0	5.7
16:30-16:44	234.5	48.6	11.4	62.9	34.3	0.0	2.9	2.9	0.0	5.7
16:45-16:59	240.2	51.5	8.6	60.1	42.9	0.0	2.9	2.9	0.0	5.7
17:00-17:14	274.5	51.5	22.9	60.1	48.6	0.0	2.9	2.9	0.0	5.7
17:15-17:29	257.4	42.9	22.9	57.2	48.6	0.0	2.9	2.9	0.0	5.7
17:30-17:44	237.3	34.3	20.0	57.2	40.0	0.0	2.9	2.9	0.0	5.7
17:45-17:59	211.6	31.5	11.4	54.3	37.2	0.0	0.0	2.9	0.0	8.6
18:00-18:14	254.5	77.2	28.6	34.3	31.5	2.9	0.0	2.9	0.0	5.7
18:15-18:29	223.0	62.9	34.3	31.5	25.7	2.9	0.0	2.9	0.0	5.7
18:30-18:44	197.3	57.2	22.9	28.6	17.2	2.9	0.0	2.9	0.0	8.6
18:45-18:59	183.0	51.5	20.0	28.6	17.2	2.9	0.0	2.9	0.0	5.7
19:00-19:14	211.6	71.5	14.3	37.2	20.0	5.7	0.0	5.7	0.0	2.9
19:15-19:29	194.5	65.8	11.4	34.3	20.0	5.7	0.0	5.7	0.0	2.9
19:30-19:44	168.7	51.5	5.7	34.3	20.0	5.7	0.0	0.0	0.0	2.9
19:45-19:59	160.1	40.0	5.7	42.9	20.0	5.7	0.0	0.0	0.0	2.9
20:00-20:14	171.6	40.0	2.9	48.6	20.0	5.7	0.0	0.0	0.0	2.9
20:15-20:29	148.7	34.3	2.9	42.9	17.2	5.7	0.0	0.0	0.0	2.9
20:30-20:44	145.8	25.7	8.6	42.9	17.2	2.9	0.0	0.0	2.9	2.9
20:45-20:59	140.1	25.7	8.6	40.0	17.2	2.9	0.0	0.0	2.9	2.9
21:00-21:14	137.3	25.7	11.4	34.3	11.4	2.9	0.0	0.0	0.0	5.7
21:15-21:29	125.8	22.9	11.4	37.2	11.4	2.9	0.0	0.0	0.0	2.9
21:30-21:44	117.2	14.3	11.4	37.2	11.4	2.9	0.0	0.0	0.0	2.9

N = 1097	TOTAL	Radio Moldova	Antena C	Russkoe Radio	HIT FM	Radio Nova	Little Samaritan	Radio Maiak	Vocea Basarabiei	Radio FM
21:45-21:59	117.2	14.3	11.4	37.2	11.4	2.9	0.0	0.0	0.0	2.9
22:00-22:14	102.9	17.2	5.7	28.6	11.4	5.7	0.0	0.0	0.0	2.9
22:15-22:29	77.2	17.2	5.7	20.0	8.6	2.9	0.0	0.0	0.0	0.0
22:30-22:44	71.5	17.2	5.7	17.2	5.7	2.9	0.0	0.0	0.0	0.0
22:45-22:59	74.3	17.2	8.6	14.3	8.6	2.9	0.0	0.0	0.0	0.0
23:00-23:14	80.1	14.3	5.7	17.2	8.6	0.0	0.0	2.9	0.0	0.0
23:15-23:29	65.8	2.9	5.7	17.2	8.6	0.0	0.0	2.9	0.0	0.0
23:30-23:44	60.1	2.9	2.9	17.2	8.6	0.0	0.0	2.9	0.0	0.0
23:45-23:59	57.2	2.9	2.9	17.2	8.6	0.0	0.0	2.9	0.0	0.0
24:00-24:14	37.2	0.0	5.7	11.4	2.9	0.0	0.0	2.9	0.0	0.0
24:15-24:29	31.5	0.0	5.7	8.6	2.9	0.0	0.0	2.9	0.0	0.0
24:30-24:44	28.6	0.0	5.7	8.6	2.9	0.0	0.0	0.0	0.0	0.0
24:45-24:59	28.6	0.0	5.7	8.6	2.9	0.0	0.0	0.0	0.0	0.0
01:00-01:14	8.6	0.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0	0.0
01:15-01:29	8.6	0.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0	0.0
01:30-01:44	8.6	0.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0	0.0
01:45-01:59	8.6	0.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0	0.0
02:00-02:14	11.4	0.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0	0.0
02:15-02:29	11.4	0.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0	0.0
02:30-02:44	11.4	0.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0	0.0
02:45-02:59	11.4	0.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0	0.0
03:00-03:14	11.4	0.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0	0.0
03:15-03:29	8.6	0.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0	0.0
03:30-03:44	8.6	0.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0	0.0
03:45-03:59	8.6	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0
04:00-04:14	11.4	0.0	2.9	2.9	0.0	0.0	0.0	0.0	0.0	0.0
04:15-04:29	11.4	0.0	2.9	2.9	0.0	0.0	0.0	0.0	0.0	0.0
04:30-04:44	11.4	0.0	2.9	2.9	0.0	0.0	0.0	0.0	0.0	0.0
04:45-04:59	11.4	0.0	2.9	2.9	0.0	0.0	0.0	0.0	0.0	0.0

N = 1097	Radio Romania News	Free Europe	Radio Europa FM	Radio PRO FM	Radio Chanson	Evropa Plus	Dinamit FM	Avto Radio	Nashe radio	Radio 7 na 7 kholmakh	Other stations
05:00-05:14	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7
05:15-05:29	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7
05:30-05:44	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7
05:45-05:59	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7
06:00-06:14	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	8.6
06:15-06:29	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	11.4
06:30-06:44	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	11.4
06:45-06:59	0.0	0.0	0.0	2.9	0.0	2.9	0.0	0.0	0.0	0.0	11.4

N = 1097	Radio Romania News	Free Europe	Radio Europa FM	Radio PRO FM	Radio Chanson	Evropa Plus	Dinamit FM	Avto Radio	Nashe radio	Radio 7 na 7 kholmakh	Other stations
07:00-07:14	0.0	0.0	2.9	2.9	0.0	2.9	5.7	5.7	0.0	0.0	20.0
07:15-07:29	0.0	0.0	2.9	2.9	0.0	2.9	8.6	8.6	0.0	0.0	20.0
07:30-07:44	0.0	0.0	2.9	0.0	0.0	0.0	11.4	8.6	0.0	2.9	20.0
07:45-07:59	0.0	0.0	2.9	0.0	0.0	0.0	11.4	8.6	0.0	2.9	20.0
08:00-08:14	0.0	0.0	2.9	0.0	8.6	2.9	8.6	11.4	2.9	2.9	22.9
08:15-08:29	0.0	0.0	2.9	0.0	8.6	2.9	5.7	11.4	2.9	2.9	20.0
08:30-08:44	0.0	0.0	2.9	0.0	11.4	2.9	5.7	8.6	2.9	2.9	17.2
08:45-08:59	0.0	0.0	2.9	0.0	11.4	2.9	5.7	8.6	0.0	0.0	17.2
09:00-09:14	0.0	0.0	5.7	0.0	11.4	2.9	8.6	8.6	0.0	0.0	31.5
09:15-09:29	0.0	0.0	5.7	0.0	11.4	5.7	8.6	8.6	0.0	0.0	25.7
09:30-09:44	0.0	0.0	2.9	0.0	11.4	5.7	8.6	8.6	0.0	0.0	28.6
09:45-09:59	0.0	0.0	2.9	0.0	11.4	2.9	8.6	8.6	0.0	0.0	22.9
10:00-10:14	0.0	0.0	0.0	0.0	11.4	2.9	5.7	8.6	0.0	0.0	25.7
10:15-10:29	0.0	0.0	0.0	0.0	14.3	2.9	8.6	8.6	0.0	0.0	25.7
10:30-10:44	0.0	0.0	0.0	0.0	14.3	2.9	11.4	8.6	0.0	0.0	28.6
10:45-10:59	0.0	0.0	0.0	0.0	11.4	2.9	8.6	11.4	0.0	0.0	31.5
11:00-11:14	0.0	0.0	0.0	5.7	11.4	0.0	5.7	8.6	2.9	0.0	37.2
11:15-11:29	0.0	0.0	0.0	5.7	11.4	0.0	5.7	8.6	2.9	0.0	34.3
11:30-11:44	0.0	0.0	0.0	5.7	11.4	0.0	2.9	8.6	2.9	0.0	37.2
11:45-11:59	2.9	0.0	0.0	5.7	11.4	5.7	2.9	8.6	0.0	0.0	34.3
12:00-12:14	5.7	0.0	0.0	5.7	11.4	5.7	5.7	5.7	0.0	2.9	42.9
12:15-12:29	5.7	0.0	0.0	5.7	14.3	0.0	5.7	5.7	0.0	2.9	42.9
12:30-12:44	5.7	0.0	0.0	5.7	17.2	0.0	5.7	5.7	0.0	2.9	42.9
12:45-12:59	5.7	0.0	0.0	5.7	11.4	0.0	5.7	5.7	0.0	2.9	37.2
13:00-13:14	2.9	0.0	0.0	5.7	11.4	2.9	5.7	5.7	0.0	2.9	40.0
13:15-13:29	2.9	0.0	0.0	5.7	11.4	2.9	5.7	5.7	0.0	0.0	37.2
13:30-13:44	2.9	0.0	0.0	2.9	11.4	2.9	5.7	8.6	0.0	0.0	34.3
13:45-13:59	2.9	0.0	0.0	2.9	2.9	2.9	11.4	8.6	0.0	0.0	31.5
14:00-14:14	2.9	2.9	0.0	0.0	2.9	2.9	14.3	11.4	0.0	0.0	31.5
14:15-14:29	2.9	2.9	0.0	0.0	2.9	2.9	14.3	11.4	0.0	0.0	28.6
14:30-14:44	2.9	0.0	0.0	0.0	0.0	8.6	5.7	5.7	0.0	0.0	34.3
14:45-14:59	2.9	0.0	0.0	0.0	0.0	8.6	8.6	5.7	0.0	0.0	37.2
15:00-15:14	0.0	0.0	0.0	0.0	0.0	8.6	11.4	8.6	0.0	0.0	40.0
15:15-15:29	0.0	0.0	0.0	0.0	0.0	8.6	11.4	8.6	0.0	0.0	45.8
15:30-15:44	0.0	0.0	0.0	0.0	0.0	8.6	8.6	8.6	0.0	0.0	42.9
15:45-15:59	0.0	0.0	0.0	0.0	0.0	8.6	8.6	8.6	0.0	0.0	40.0
16:00-16:14	2.9	0.0	2.9	0.0	5.7	11.4	8.6	8.6	0.0	0.0	37.2
16:15-16:29	2.9	0.0	2.9	0.0	2.9	11.4	8.6	8.6	0.0	0.0	40.0
16:30-16:44	0.0	0.0	0.0	0.0	2.9	11.4	5.7	8.6	0.0	0.0	37.2
16:45-16:59	0.0	0.0	0.0	0.0	2.9	11.4	5.7	8.6	0.0	0.0	37.2
17:00-17:14	2.9	0.0	0.0	0.0	5.7	11.4	11.4	11.4	0.0	0.0	37.2
17:15-17:29	2.9	0.0	0.0	0.0	2.9	11.4	8.6	11.4	0.0	0.0	37.2
17:30-17:44	2.9	0.0	0.0	0.0	2.9	11.4	11.4	11.4	0.0	0.0	34.3
17:45-17:59	2.9	0.0	0.0	0.0	2.9	5.7	11.4	11.4	0.0	0.0	31.5

N = 1097	Radio Romania News	Free Europe	Radio Europa FM	Radio PRO FM	Radio Chanson	Evropa Plus	Dinamit FM	Avto Radio	Nashe radio	Radio 7 na 7 kholmakh	Other stations
18:00-18:14	5.7	0.0	0.0	0.0	5.7	8.6	14.3	8.6	0.0	0.0	28.6
18:15-18:29	2.9	0.0	0.0	0.0	5.7	5.7	11.4	8.6	0.0	0.0	22.9
18:30-18:44	5.7	0.0	0.0	0.0	5.7	5.7	11.4	8.6	0.0	0.0	20.0
18:45-18:59	2.9	0.0	0.0	0.0	5.7	5.7	11.4	8.6	0.0	0.0	20.0
19:00-19:14	0.0	0.0	0.0	0.0	2.9	5.7	11.4	8.6	0.0	0.0	25.7
19:15-19:29	0.0	0.0	0.0	0.0	2.9	5.7	11.4	8.6	0.0	0.0	20.0
19:30-19:44	0.0	0.0	0.0	0.0	2.9	5.7	11.4	8.6	0.0	0.0	20.0
19:45-19:59	0.0	0.0	0.0	0.0	2.9	2.9	8.6	8.6	0.0	0.0	20.0
20:00-20:14	2.9	0.0	0.0	0.0	5.7	5.7	8.6	8.6	0.0	0.0	20.0
20:15-20:29	2.9	0.0	0.0	0.0	5.7	5.7	8.6	5.7	0.0	0.0	14.3
20:30-20:44	2.9	0.0	0.0	0.0	5.7	8.6	5.7	5.7	0.0	0.0	14.3
20:45-20:59	2.9	0.0	0.0	0.0	5.7	5.7	8.6	5.7	0.0	0.0	11.4
21:00-21:14	2.9	2.9	2.9	0.0	2.9	5.7	5.7	5.7	0.0	0.0	17.2
21:15-21:29	2.9	2.9	2.9	0.0	2.9	2.9	5.7	5.7	0.0	0.0	11.4
21:30-21:44	2.9	2.9	2.9	0.0	2.9	2.9	5.7	5.7	0.0	0.0	11.4
21:45-21:59	2.9	2.9	2.9	0.0	2.9	2.9	5.7	5.7	0.0	0.0	11.4
22:00-22:14	0.0	0.0	0.0	0.0	2.9	2.9	5.7	5.7	0.0	0.0	14.3
22:15-22:29	0.0	0.0	0.0	0.0	0.0	2.9	2.9	2.9	0.0	0.0	14.3
22:30-22:44	0.0	0.0	0.0	0.0	0.0	2.9	2.9	2.9	0.0	0.0	14.3
22:45-22:59	0.0	0.0	0.0	0.0	0.0	2.9	2.9	2.9	0.0	0.0	14.3
23:00-23:14	0.0	2.9	0.0	0.0	2.9	2.9	2.9	2.9	0.0	0.0	17.2
23:15-23:29	0.0	2.9	0.0	0.0	2.9	2.9	2.9	0.0	0.0	0.0	17.2
23:30-23:44	0.0	2.9	0.0	0.0	2.9	2.9	2.9	0.0	0.0	0.0	14.3
23:45-23:59	0.0	2.9	0.0	0.0	2.9	2.9	0.0	0.0	0.0	0.0	14.3
24:00-24:14	0.0	2.9	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	8.6
24:15-24:29	0.0	2.9	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	5.7
24:30-24:44	0.0	2.9	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	5.7
24:45-24:59	0.0	2.9	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	5.7
01:00-01:14	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0
01:15-01:29	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0
01:30-01:44	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0
01:45-01:59	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0
02:00-02:14	0.0	2.9	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0
02:15-02:29	0.0	2.9	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0
02:30-02:44	0.0	2.9	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0
02:45-02:59	0.0	2.9	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0
03:00-03:14	0.0	2.9	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0
03:15-03:29	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0
03:30-03:44	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0
03:45-03:59	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	2.9	0.0
04:00-04:14	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	2.9	0.0
04:15-04:29	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	2.9	0.0
04:30-04:44	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	2.9	0.0
04:45-04:59	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	2.9	0.0

Chapter 4: Radio listener profile

a) Total sample

		The entire day			Prime Time		
		Total radio	Radio Moldova	Russkoe Radio	Total radio	Radio Moldova	Russkoe Radio
Sex	Male	44.7%	45.3%	48.2%	41.6%	40.4%	47.2%
	Female	55.3%	54.7%	51.8%	58.4%	59.6%	52.8%
Residence	Rural	68.7%	40.3%	54.0%	72.2%	42.0%	58.9%
	Urban	31.3%	59.7%	46.0%	27.8%	58.0%	41.1%
Age:	14-19	4.9%	20.1%	18.1%	5.1%	16.9%	11.5%
	20-29	15.6%	23.5%	24.0%	16.1%	24.2%	26.1%
	30-44	28.5%	30.5%	24.9%	30.0%	31.7%	27.5%
	45-59	26.7%	20.6%	19.1%	27.4%	23.2%	20.6%
	60 +	24.4%	5.3%	13.9%	21.4%	4.0%	14.3%
Education	Incomplete secondary	25.8%	21.7%	27.2%	25.5%	19.4%	22.7%
	Secondary or vocational	43.1%	49.0%	41.8%	43.7%	49.4%	43.7%
	High-school, post-high-school	16.4%	12.8%	11.2%	15.8%	11.8%	12.3%
	Higher	14.8%	16.4%	19.8%	15.0%	19.4%	21.3%
Socio- economic level	Low	35.8%	27.1%	27.0%	36.9%	25.5%	28.0%
	Average	36.1%	31.2%	36.9%	35.1%	34.2%	36.6%
	High	28.1%	41.7%	36.1%	27.9%	40.3%	35.4%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

b) work day

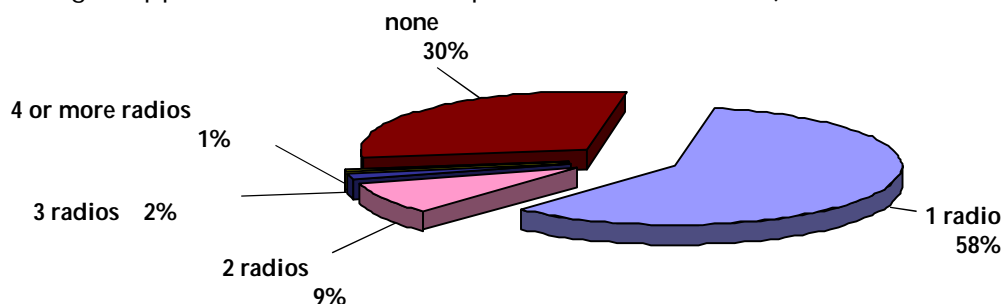
		The entire day			Prime Time		
		Total radio	Radio Moldova	Russkoe Radio	Total radio	Radio Moldova	Russkoe Radio
Sex	Male	45.1%	48.4%	47.9%	42.0%	38.7%	47.2%
	Female	54.9%	51.6%	52.1%	58.0%	61.3%	52.8%
Residence	Rural	70.8%	32.3%	52.8%	75.7%	28.9%	58.3%
	Urban	29.2%	67.7%	47.2%	24.3%	71.1%	41.7%
Age:	14-19	5.3%	20.2%	18.2%	5.6%	17.1%	11.3%
	20-29	15.1%	24.2%	23.8%	15.9%	24.9%	25.4%
	30-44	24.0%	29.2%	22.9%	26.1%	32.9%	26.3%
	45-59	28.9%	19.6%	20.7%	29.5%	20.8%	22.5%
	60 +	26.7%	6.8%	14.4%	22.9%	4.4%	14.5%
Education	Incomplete secondary	26.4%	19.9%	26.8%	26.1%	19.1%	21.0%
	Secondary or vocational	44.0%	54.5%	43.0%	44.4%	53.5%	46.3%
	High-School, post-high-school	15.2%	11.5%	11.3%	14.3%	10.7%	12.8%
	Higher	14.4%	14.1%	18.9%	15.2%	16.8%	19.9%
Socio- economic level	Low	34.5%	29.8%	25.9%	36.4%	26.9%	27.3%
	Average	38.4%	34.9%	38.7%	37.2%	39.2%	38.2%
	High	27.1%	35.3%	35.4%	26.3%	33.9%	34.5%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

c) weekend

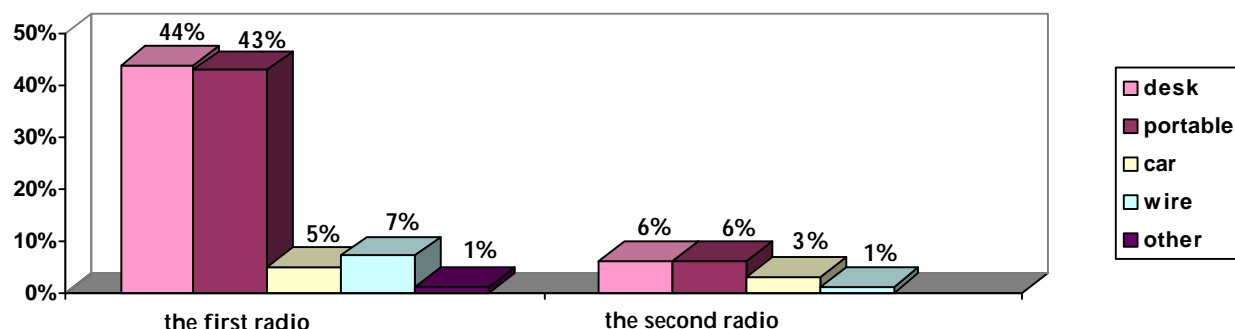
		The entire day			Prime Time		
		Total radio	Radio Moldova	Russkoe Radio	Total radio	Radio Moldova	Russkoe Radio
Sex	Male	43.6%	39.9%	49.1%	40.7%	43.0%	47.3%
	Female	56.4%	60.1%	50.9%	59.3%	57.0%	52.7%
Residence	Rural	63.3%	54.4%	57.2%	64.6%	62.9%	60.3%
	Urban	36.7%	45.6%	42.8%	35.4%	37.1%	39.7%
Age:	14-19	3.7%	19.9%	18.1%	4.1%	16.7%	12.0%
	20-29	16.9%	22.4%	24.5%	16.4%	23.2%	27.7%
	30-44	39.7%	32.7%	30.1%	38.7%	29.8%	30.2%
	45-59	21.0%	22.6%	14.9%	22.8%	27.0%	16.1%
	60 +	18.6%	2.5%	12.3%	18.1%	3.3%	13.9%
Education	Incomplete secondary	24.4%	24.8%	28.1%	24.3%	19.9%	26.7%
	Secondary or vocational	40.7%	39.6%	38.8%	42.2%	43.0%	37.8%
	High-school, post-high-school	19.3%	15.1%	11.0%	18.9%	13.6%	11.2%
	Higher	15.6%	20.5%	22.1%	14.6%	23.5%	24.3%
Socio-economic level	Low	39.0%	22.4%	30.1%	38.1%	23.3%	29.5%
	Average	30.2%	24.6%	32.2%	30.5%	26.2%	32.9%
	High	30.8%	53.0%	37.8%	31.5%	50.5%	37.7%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chapter 5: Radio equipment

How many working radio receivers, which you use regularly, do you have in your house (including, if applicable, home or car taperecorders with radio)?



What kind of radio receiver is it?



What radio stations do you receive at home?

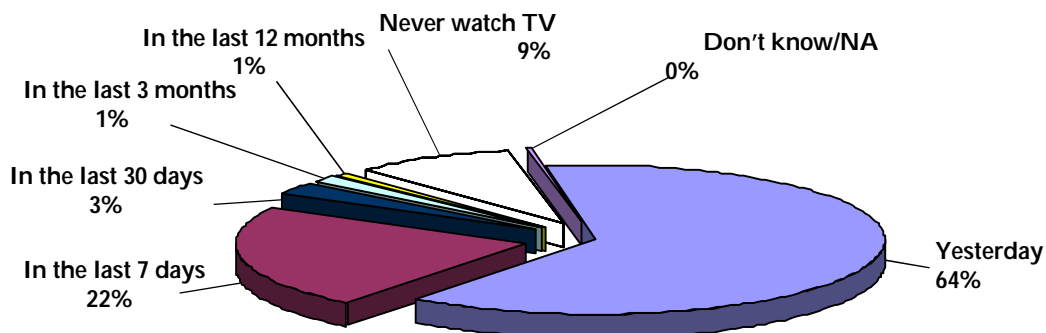
Sample: 770 respondents having radios

<i>Radio Moldova</i>	88.1%	<i>Radio Chanson</i>	20.2%
<i>HIT FM</i>	59.8%	<i>Radio Nova</i>	19.4%
<i>Russkoe Radio</i>	57.3%	<i>Radio 7 na 7 kholmakh</i>	17.3%
<i>Antena C</i>	54.9%	<i>Vocea Basarabiei</i>	13.6%
<i>Radio Romania News</i>	43.2%	<i>Radio PRO FM</i>	12.8%
<i>Radio Maiak</i>	34.6%	<i>Radio Europa FM</i>	10.0%
<i>Little Samaritan</i>	33.2%	<i>Radio 103,5 FM</i>	2.3%
<i>Free Europe</i>	25.5%	<i>Inter FM</i>	2.1%
<i>Evropa Plus</i>	24.9%	<i>Radio Ukraine</i>	1.5%
<i>Radio FM</i>	23.2%	<i>Radio Iasi</i>	1.0%
<i>Dinamit FM</i>	22.3%	Other (under 1% each)	7.3%
<i>Ayto Radio</i>	20.7%	No answer	0.4%
<i>Nashe radio</i>	20.4%	Don't know	0.5%

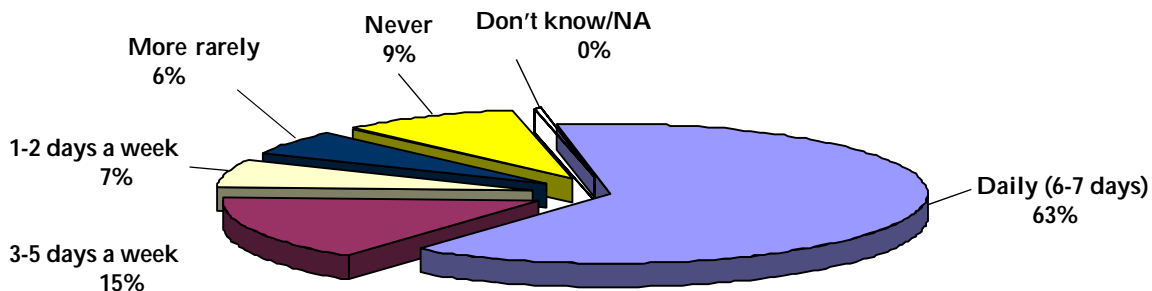
B. TELEVISION

1. Consumption habits

1.1 Today not considered, when did you watch TV last time, at least a little, at home or elsewhere?



1.2 In the course of one week, how often do you usually watch TV?



2. What TV stations do you watch most frequently?

Sample: 999 respondents watching TV

	First mention	Second mention	Third mention	Total
ORT	39.9	24.2	7.0	71.1
TV Moldova	30.6	18.2	7.7	56.5
Romania 1	3.1	10.6	10.1	23.9
Russia (RTR)	2.4	7.3	5.7	15.4
PRO TV	3.5	1.9	1.7	7.1
TV 1+1	2.5	3.1	1.1	6.7
NTV	2.8	2.3	1.3	6.4
NIT	1.2	3.2	1.6	6.0
TV 6	0.6	2.6	1.1	4.2
PMR	1.1	1.4	1.4	3.9
Muz TV	0.9	1.3	1.2	3.4
Discovery	1.1	0.8	1.4	3.3
REN TV	0.5	0.9	1.5	2.9
Inter TV	0.9	1.1	0.9	2.9
TVC 21	0.9	0.6	0.8	2.3
TV Balti	0.5	0.5	0.9	1.9
TV 26	0.1	0.8	0.7	1.6
Novyi kanal (H)	0.6	0.3	0.7	1.6
UT 1	0.4	0.4	0.8	1.6
Acasa	0.7	0.6	0.2	1.5
MTV	0.6	0.3	0.4	1.3
Euro Sport	0.5	0.4	0.4	1.3
TV6 Balti	0.1	0.5	0.5	1.1
Flor TV	0.4	0.2	0.5	1.1
TNT	0.3	0.5	0.3	1.1
TSV	0.5	0.4	0.2	1.1
Astra	0.1	0.2	0.7	1.0
Other (under 1% each)	2.9	3.9	4.3	11.1
No answer	0.3			

Why do you prefer *Moldova - 1* (the most frequently watched station) ?

Sample: 306 respondents preferring *Moldova - 1*

1. national news	21.2%	12. interesting, good films	2.0%
2. news	10.1%	13. Moldovan programs	2.0%
3. interesting, favorite programs	9.5%	14. interesting station	2.0%
4. the only option available	9.1%	15. it's an objective channel	1.3%
5. national station	4.6%	16. other	1.3%
6. better reception	3.9%	17. closer to our lives	1.1%
7. for the evening newscast	3.4%	18. don't understand other languages	1.0%
8. understand very well	3.4%	19. other reasons (under 1% each)	8.3%
9. timely news	2.8%	20. don't know	3.3%
10. diversity of programs	2.6%	21. no answer	5.2%
11. serials	2.0%		

2.1 Name three of your favorite programs and the stations broadcasting them

Sample: 999 respondents watching TV

Evening news - <i>TV Moldova</i>	20.4%	Poslednii gheroi - <i>ORT</i>	2.2%
Pole Chudes - <i>ORT</i>	14.8%	Films - <i>TV 6</i>	2.1%
Surprize, surprize - <i>Romania 1</i>	12.8%	Rezonans - <i>TV Moldova</i>	2.0%
Vremea - <i>ORT</i>	11.1%	Vedete cu sort - <i>TV Moldova</i>	2.0%
Tanti Ludmila SHOW - <i>TV Moldova</i>	10.4%	Serials - <i>TV Moldova</i>	1.9%
Jdi mena - <i>ORT</i>	9.4%	Vesti - <i>Rossia (RTR)</i>	1.7%
Films - <i>ORT</i>	8.8%	V mire zhiivotnykh - <i>ORT</i>	1.7%
Hocheshi stati millionerom - <i>ORT</i>	7.9%	Fata in fata cu viata - <i>TV Moldova</i>	1.6%
Novosti - <i>ORT</i>	7.8%	Chto khochet zhenshchina? - <i>Rossia (RTR)</i>	1.5%
Bastina - <i>TV Moldova</i>	7.7%	Buna seara - <i>TV Moldova</i>	1.5%
Iarta-ma - <i>Romania 1</i>	7.0%	Vacanta Mare - <i>PRO TV</i>	1.4%
News - <i>TV Moldova</i>	5.5%	Cartierul tineretii - <i>TV Moldova</i>	1.2%
Films - <i>TV Moldova</i>	4.0%	OKNA - <i>NTV</i>	1.2%
Fabrica zviozd - <i>ORT</i>	3.7%	De la 5 la 10 - <i>TV Moldova</i>	1.1%
Chto? Gde? Kogda? - <i>ORT</i>	3.0%	TEO - <i>PRO TV</i>	1.1%
Serials - <i>ORT</i>	3.0%	Sport - <i>ORT</i>	1.0%
News - <i>PRO TV</i>	2.7%	Films - <i>Rossia (RTR)</i>	1.0%
Bolshaia stirka - <i>ORT</i>	2.6%	Bravo, bravissimo - <i>Romania 1</i>	1.0%
KVN - <i>ORT</i>	2.6%	None.....	1.0%
Buna dimineata - <i>TV Moldova</i>	2.5%	Don't know.....	1.6%
Chelovek i Zakon - <i>ORT</i>	2.3%	No answer.....	2.1%

Chapter 3: TV Audiences

3.1. TV audiences – by days

3.1.1. Daily Reach

This indicator measures the proportion (or the absolute number) of people who during one day watched one TV station for at least 8 minutes.

a) Daily Reach (%)

	Mo	Tue	We	Thu	Fri	Sa	Su	work day*	Week end*	Mo-Su*
ORT	43.0	35.1	37.4	38.4	41.0	45.2	40.7	39.0	43.0	40.1
TV Moldova	33.8	24.3	24.2	25.0	25.3	30.0	24.7	26.5	27.4	26.8
Romania 1	7.7	5.7	4.9	4.5	7.6	10.1	6.4	6.1	8.3	6.7
Russia (RTR)	5.7	1.9	7.6	10.2	5.8	6.9	3.3	6.2	5.1	5.9
PRO TV	4.3	1.9	3.2	3.9	2.7	2.6	7.7	3.2	5.1	3.7
NTV	2.1	2.6	5.3	3.2	3.9	3.3	3.3	3.4	3.3	3.4
TV 6	2.4	1.9	2.5	1.9	2.6	3.2	2.6	2.3	2.9	2.4
TV 1+1	2.6	1.9	2.7	0.7	2.6	0.6	2.0	2.1	1.3	1.9
NIT	3.7	2.6	0.0	2.5	1.3	0.0	2.6	2.0	1.3	1.8
Muz TV	1.9	1.9	0.6	2.0	0.0	1.9	2.6	1.3	2.2	1.5
PMR	1.8	0.6	3.9	1.3	0.7	0.6	1.3	1.7	1.0	1.5
Inter TV	0.6	1.3	1.9	1.9	3.2	0.6	0.6	1.8	0.6	1.5
REN TV	1.9	0.0	1.2	3.8	1.3	1.3	0.7	1.6	1.0	1.4
Discovery	1.3	1.2	1.9	0.6	2.0	1.3	0.0	1.4	0.6	1.2
Other stations	10.7	9.4	11.5	10.9	9.6	14.5	13.4	10.4	14.0	11.4
All stations	65.8	55.5	63.7	65.3	64.0	65.7	64.1	62.9	64.9	63.4

*daily average

b) Daily Reach (thousand persons)

	Mo	Tue	We	Thu	Fri	Sa	Su	work day*	Week end*	Mo-Su*
ORT	1230.8	1002.4	1069.4	1099.3	1172.2	1291.4	1164.5	1115.0	1228.4	1147.3
TV Moldova	966.0	694.5	691.8	715.6	724.4	856.9	707.4	758.5	782.6	765.3
Romania 1	218.8	164.3	141.5	128.8	217.3	289.3	184.2	174.2	237.1	192.1
Russia (RTR)	162.4	55.4	216.2	292.1	165.2	198.6	94.6	178.4	146.9	169.5
PRO TV	124.1	54.0	90.1	111.2	76.0	74.0	220.8	91.1	147.0	107.0
NTV	59.0	73.1	150.3	91.4	110.2	93.3	94.6	96.8	93.9	96.0
TV 6	67.4	53.6	72.5	55.0	75.7	90.8	73.3	64.9	82.1	69.8
TV 1+1	73.5	54.0	76.5	19.8	73.5	17.3	58.0	59.5	37.5	53.2
NIT	107.0	74.1	0.0	70.8	35.9	0.0	73.1	57.5	36.3	51.5
Muz TV	55.5	53.9	17.8	56.3	0.0	54.3	73.1	36.6	63.7	44.3
PMR	52.9	18.2	110.4	36.7	19.2	18.0	38.3	47.5	28.1	42.0
Inter TV	18.2	36.2	54.9	54.5	90.5	18.4	17.6	50.9	18.0	41.6
REN TV	53.9	0.0	34.3	108.4	36.7	37.4	18.6	46.7	28.1	41.4
Discovery	38.4	35.2	55.1	18.4	55.9	35.9	0.0	40.6	18.1	34.2
Other stations	304.7	269.2	328.6	311.1	274.8	415.2	383.7	297.7	399.6	326.7
All stations	1882.0	1587.5	1820.4	1868.4	1829.7	1877.4	1833.0	1797.9	1855.4	1814.2

*daily average

3.1.2. Prime Time Reach

This indicator measures the proportion (or the absolute number) of people who between 19:00 – 23:00 watched for at least 8 minutes a certain TV channel.

a) Prime Time Reach (%)

	Mo	Tue	We	Thu	Fri	Sa	Su	work day*	Week end*	Mo-Su*
ORT	39.2	31.2	31.7	28.8	35.3	43.3	37.5	33.2	40.4	35.3
TV Moldova	32.6	21.1	22.3	22.4	22.1	26.2	22.2	24.1	24.2	24.1
Romania 1	5.7	5.7	2.5	3.9	6.3	7.6	4.0	4.8	5.8	5.1
Russia (RTR)	4.4	1.9	4.5	8.4	2.6	5.0	2.6	4.4	3.8	4.2
PRO TV	3.1	1.3	3.2	2.5	2.0	2.6	7.1	2.4	4.8	3.1
NTV	0.6	1.3	4.6	2.6	3.2	2.6	2.6	2.5	2.6	2.5
TV 6	1.8	1.9	1.9	1.9	2.0	3.2	2.6	1.9	2.9	2.2
TV 1+1	1.9	1.3	2.7	0.7	1.9	0.6	2.0	1.7	1.3	1.6
REN TV	1.3	0.0	1.2	3.2	1.3	1.3	0.7	1.4	1.0	1.3
NIT	2.4	0.6	0.0	1.8	1.3	0.0	2.6	1.2	1.3	1.2
Inter TV	0.6	1.3	1.9	1.9	1.9	0.0	0.6	1.5	0.3	1.2
PMR	1.2	0.6	2.0	1.3	0.0	0.6	1.3	1.0	1.0	1.0
Other stations	8.7	9.5	10.2	11.6	8.4	10.1	9.7	9.7	9.9	9.7
All stations	62.0	49.1	56.0	58.2	54.8	61.2	59.7	56.0	60.5	57.3

*daily average

b) Prime Time Reach (thousand people)

	Mo	Tue	We	Thu	Fri	Sa	Su	work day*	Week end*	Mo-Su*
ORT	1120.9	890.9	905.1	824.3	1009.1	1237.2	1073.1	950.2	1155.6	1008.6
TV Moldova	930.9	603.1	637.9	641.8	632.3	748.4	635.6	689.3	692.3	690.1
Romania 1	164.0	164.3	72.9	110.3	179.8	217.6	113.1	138.3	165.7	146.1
Russia (RTR)	125.6	55.4	127.7	239.9	73.2	144.1	75.6	124.4	110.1	120.3
PRO TV	87.9	36.2	90.1	71.6	56.2	74.0	202.8	68.4	138.0	88.2
NTV	18.2	37.5	131.0	73.8	91.7	74.3	75.3	70.5	74.8	71.7
TV 6	50.9	53.6	54.7	55.0	55.9	90.8	73.3	54.0	82.1	62.0
TV 1+1	54.9	35.9	76.5	19.8	54.9	17.3	58.0	48.4	37.5	45.3
REN TV	36.9	0.0	34.3	90.1	36.7	37.4	18.6	39.7	28.1	36.4
NIT	69.7	18.1	0.0	51.0	35.9	0.0	73.1	35.0	36.3	35.3
Inter TV	18.2	36.2	54.9	54.5	54.3	0.0	17.6	43.7	8.7	33.7
PMR	35.3	18.2	56.4	36.7	0.0	18.0	38.3	29.3	28.1	28.9
Other stations	249.9	270.7	290.6	331.9	240.7	289.4	276.2	276.7	282.8	278.5
All stations	1772.0	1402.9	1602.3	1665.1	1566.8	1751.1	1707.7	1602.0	1729.5	1638.3

*daily average

3.1.3. Daily Market Shares

This indicator measures the market shares of TV stations in the course of one day; (the ratio of the watching time of one station divided by the total TV watching time)

	Mo	Tue	We	Thu	Fri	Sa	Su	work day	Week end	Mo-Su
ORT	35.3	41.2	41.6	36.6	41.5	45.5	38.2	39.1	42.1	39.9
TV Moldova	29.5	25.4	18.5	20.5	20.8	21.1	22.9	22.9	21.9	22.6
Romania 1	4.2	5.3	3.8	4.1	6.5	7.1	8.4	4.8	7.7	5.6
Russia (RTR)	3.6	2.6	5.1	6.4	3.6	4.6	3.0	4.4	3.8	4.2
PRO TV	5.0	1.2	4.9	4.0	2.1	1.3	5.0	3.5	3.1	3.4
NTV	1.0	1.7	4.4	2.4	3.4	2.1	3.5	2.6	2.7	2.6
TV 1+1	3.2	1.5	3.1	0.5	4.6	0.6	1.9	2.6	1.2	2.2
NIT	2.4	2.8	0.0	1.2	2.1	0.0	3.7	1.7	1.7	1.7
TV 6	1.2	1.2	1.2	0.7	1.4	4.2	1.5	1.1	2.9	1.7
REN TV	1.0	0.0	1.3	3.9	1.6	1.4	0.2	1.7	0.8	1.4
Inter TV	1.3	0.9	1.6	2.4	1.8	0.2	0.2	1.6	0.2	1.2
Muz TV	2.0	1.0	0.3	1.4	0.0	1.1	1.2	1.0	1.1	1.0
TVC 21	0.9	1.4	1.4	0.7	0.8	1.1	1.0	1.0	1.0	1.0
PMR	1.4	0.2	2.1	1.2	0.3	0.9	0.9	1.1	0.9	1.0
Acasa	1.6	2.6	0.6	0.0	0.5	0.0	0.8	1.0	0.4	0.8
Discovery	0.3	0.9	1.2	0.4	1.0	1.0	0.0	0.7	0.5	0.7
Euro TV	0.0	1.0	0.5	0.4	1.6	0.0	0.0	0.7	0.0	0.5
Euro Sport	0.0	0.9	0.1	0.0	0.3	0.9	0.3	0.2	0.6	0.3
TV Balti	0.0	0.0	0.0	1.3	0.0	0.2	0.3	0.3	0.2	0.3
TV 26	0.0	0.6	0.4	0.0	0.0	0.0	0.0	0.2	0.0	0.1
Other stations	6.3	7.3	7.9	12.1	6.0	6.9	7.1	8.0	7.0	7.7
All stations	100	100	100	100	100	100	100	100	100	100

3.1.5. Ratings

(the average ratings by quarter hour--during the entire day)

This indicator measures the ratings of TV stations, **in the course of one day** (the average of all 15 minute exposures for a TV station--divided by the entire sample of a day)

	Mo	Tue	We	Thu	Fri	Sa	Su	work day	Week end	Mo-Su
ORT	3.0	2.6	3.1	3.2	3.4	3.9	3.0	3.1	3.4	3.2
TV Moldova	2.5	1.6	1.4	1.8	1.7	1.8	1.8	1.8	1.8	1.8
Romania 1	0.3	0.3	0.3	0.4	0.5	0.6	0.7	0.4	0.6	0.4
Russia (RTR)	0.3	0.2	0.4	0.6	0.3	0.4	0.2	0.3	0.3	0.3
PRO TV	0.4	0.1	0.4	0.3	0.2	0.1	0.4	0.3	0.3	0.3
NTV	0.1	0.1	0.3	0.2	0.3	0.2	0.3	0.2	0.2	0.2
TV 1+1	0.3	0.1	0.2	0.0	0.4	0.1	0.1	0.2	0.1	0.2
NIT	0.2	0.2	0.0	0.1	0.2	0.0	0.3	0.1	0.1	0.1
TV 6	0.1	0.1	0.1	0.1	0.1	0.4	0.1	0.1	0.2	0.1
REN TV	0.1	0.0	0.1	0.3	0.1	0.1	0.0	0.1	0.1	0.1
Inter TV	0.1	0.1	0.1	0.2	0.1	0.0	0.0	0.1	0.0	0.1
Muz TV	0.2	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1
TVC 21	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
PMR	0.1	0.0	0.2	0.1	0.0	0.1	0.1	0.1	0.1	0.1
Acasa	0.1	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1
Discovery	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.1
Euro TV	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0
Euro Sport	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0
TV Balti	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
TV 26	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other stations	0.5	0.5	0.6	1.1	0.5	0.6	0.6	0.6	0.6	0.6
All stations	8.4	6.4	7.5	8.7	8.1	8.5	7.8	7.8	8.2	7.9

3.1.6. Prime-Time Ratings

(the average of ratings by quarter hour between 19:00- 23:00)

This indicator measures the ratings of TV stations, **between 19:00 – 23:00** (the average of all 15 minute exposures for a TV station between 19:00 – 23:00, divided by the entire sample of a day)

	Mo	Tue	We	Thu	Fri	Sa	Su	work day	Week end	Mo-Su
ORT	13.5	12.7	11.7	11.4	14.2	16.4	14.1	12.7	15.3	13.4
TV Moldova	11.6	7.5	6.9	7.6	8.2	7.6	7.6	8.4	7.6	8.2
Romania 1	1.2	1.6	0.8	1.7	2.1	2.6	1.7	1.5	2.2	1.7
Russia (RTR)	1.0	0.8	1.3	2.5	0.5	1.5	0.8	1.2	1.2	1.2
PRO TV	0.8	0.4	1.1	0.6	0.4	0.7	2.0	0.7	1.4	0.9
NTV	0.2	0.2	1.3	0.8	1.1	0.8	0.9	0.7	0.9	0.8

	Mo	Tue	We	Thu	Fri	Sa	Su	work day	Week end	Mo-Su
TV 1+1	0.8	0.3	1.0	0.3	1.0	0.2	0.6	0.7	0.4	0.6
TV 6	0.4	0.5	0.5	0.4	0.5	1.0	0.7	0.5	0.9	0.6
REN TV	0.4	0.0	0.5	1.5	0.5	0.7	0.1	0.6	0.4	0.5
Inter TV	0.5	0.2	0.6	1.1	0.5	0.0	0.1	0.6	0.0	0.4
NIT	0.5	0.2	0.0	0.4	0.9	0.0	0.7	0.4	0.3	0.4
PMR	0.5	0.1	0.3	0.5	0.0	0.5	0.4	0.3	0.5	0.3
Muz TV	0.6	0.1	0.2	0.5	0.0	0.4	0.2	0.3	0.3	0.3
TVC 21	0.0	0.4	0.2	0.4	0.3	0.0	0.5	0.2	0.2	0.2
Euro TV	0.0	0.4	0.2	0.2	0.6	0.0	0.0	0.3	0.0	0.2
Acasa	0.2	0.3	0.2	0.0	0.2	0.0	0.0	0.2	0.0	0.1
TV Balti	0.0	0.0	0.0	0.6	0.0	0.1	0.2	0.1	0.1	0.1
Discovery	0.0	0.0	0.1	0.2	0.0	0.2	0.0	0.1	0.1	0.1
Euro Sport	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.1	0.0	0.0
TV 26	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other stations	2.0	1.7	2.1	2.7	1.8	2.4	1.9	2.1	2.2	2.1
All stations	34.2	27.6	28.9	33.2	32.8	35.1	32.5	31.4	33.8	32.1

3.1.7. Average daily length of watching (minutes)

(how many minutes on average an individual watches a TV station, in the course of an entire day)

a) The entire day

	Mo	Tue	We	Thu	Fri	Sa	Su	work day*	Week end*	Mo-Su*
TV Moldova	96	96	82	103	96	87	104	97	94	96
ORT	113	108	120	119	118	124	105	113	115	113
NIT	107	98	0	60	199	0	161	94	161	107
PRO TV	103	60	168	127	93	64	73	125	70	103
Russia (RTR)	81	124	73	79	73	81	101	79	87	81
Acasa	143	375	105	0	90	0	68	173	68	143
NTV	89	60	90	93	104	78	117	86	98	89
Romania 1	95	85	84	113	99	86	146	88	109	95
TV 6	77	60	52	49	60	163	64	56	119	77
TV 1+1	134	75	124	90	211	120	103	141	107	134
TVC 21	129	70	240	135	135	210	90	129	131	129
TV 26	75	90	60	0	0	0	0	75	0	75
Discovery	64	68	66	75	61	97	0	58	97	64
Muz TV	75	50	60	88	0	70	52	85	60	75
Euro Sport	56	68	15	0	60	60	60	53	60	56
REN TV	110	0	113	127	143	127	30	114	95	110
Euro TV	116	150	75	75	141	0	0	116	0	116
Inter TV	94	67	90	155	66	30	30	103	30	94
PMR	79	30	58	119	45	180	77	71	110	79
TV Balti	69	0	0	84	0	30	60	84	45	69
Other stations	92	82	83	169	84	71	77	101	74	92
All stations	180	165	169	192	182	187	175	179	181	180

*daily average

b) Prime Time (19:00 – 23:00)(how many minutes on average an individual watches a TV station, **between 19:00-23:00**)

	Mo	Tue	We	Thu	Fri	Sa	Su	work day*	Week end*	Mo-Su*
TV Moldova	86	85	74	81	89	70	82	83	76	81
ORT	83	98	89	95	96	91	90	92	91	91
NIT	52	60	0	50	166	0	64	76	64	72
PRO TV	60	82	84	56	47	64	68	66	67	66
Russia (RTR)	54	98	71	72	45	71	74	67	72	68
Acasa	75	120	60	0	90	0	0	86	0	86
NTV	60	44	67	75	80	75	82	69	79	72
Romania 1	49	65	78	109	79	83	103	73	90	79
TV 6	60	60	59	49	60	78	64	57	72	63
TV 1+1	102	60	86	90	119	60	66	94	64	87
TVC 21	0	50	60	135	120	0	90	78	90	81
TV 26	0	30	60	0	0	0	0	45	0	45
Discovery	15	0	30	75	15	60	0	34	60	39
Muz TV	113	30	60	90	0	75	45	83	60	74
Euro Sport	0	45	15	0	60	0	0	41	0	41
REN TV	66	0	90	111	90	127	30	95	95	95
Euro TV	0	150	75	75	112	0	0	104	0	104
Inter TV	180	45	76	136	60	0	30	91	30	86
PMR	105	30	35	90	0	180	77	65	110	77
TV Balti	0	0	0	75	0	30	60	75	45	63
Other stations	68	82	78	101	84	77	65	82	71	79
All stations	132	135	124	137	144	138	130	134	134	134

Chapter 4: TV VIEWER PROFILE

Total sample

		The entire day			Prime Time		
		Total TV	TV Moldova	ORT	Total TV	TV Moldova	ORT
Sex	Male	47.7%	44.4%	48.9%	48.5%	44.7%	50.9%
	Female	52.3%	55.6%	51.1%	51.5%	55.3%	49.1%
Residence	Rural	55.8%	74.0%	52.8%	58.0%	73.5%	54.5%
	Urban	44.2%	26.0%	47.2%	42.0%	26.5%	45.5%
Age:	14-19	17.7%	9.9%	16.9%	16.1%	10.2%	16.3%
	20-29	21.6%	16.5%	23.4%	22.6%	14.5%	24.3%
	30-44	29.6%	32.9%	31.3%	29.8%	32.8%	31.5%
	45-59	20.0%	25.2%	18.8%	20.6%	26.1%	19.3%
	60 +	11.1%	15.5%	9.6%	10.9%	16.5%	8.6%

		The entire day			Prime Time		
		Total TV	TV Moldova	ORT	Total TV	TV Moldova	ORT
Education	Incomplete secondary	28.7%	27.4%	25.2%	28.1%	28.5%	25.7%
	Secondary or vocational	41.0%	41.7%	43.0%	42.0%	41.4%	43.4%
	High-school, post-high-school	11.9%	13.0%	11.2%	11.5%	13.7%	11.2%
	Higher	18.5%	17.8%	20.7%	18.3%	16.4%	19.7%
Socio-economic level	Low	20.9%	28.0%	18.5%	21.0%	28.1%	17.9%
	Average	40.5%	40.7%	42.1%	40.0%	41.8%	41.2%
	High	38.6%	31.2%	39.4%	39.0%	30.1%	40.9%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*daily average

a) work day

		The entire day			Prime Time		
		Total TV	TV Moldova	ORT	Total TV	TV Moldova	ORT
Sex	Male	45.5%	49.6%	47.8%	45.3%	52.0%	48.7%
	Female	54.5%	50.4%	52.2%	54.7%	48.0%	51.3%
Residence	Rural	76.9%	53.5%	56.4%	77.3%	55.2%	59.4%
	Urban	23.1%	46.5%	43.6%	22.7%	44.8%	40.6%
Age:	14-19	9.7%	17.1%	17.7%	10.1%	16.9%	16.0%
	20-29	16.6%	23.0%	20.6%	14.0%	23.9%	21.7%
	30-44	32.3%	31.4%	29.8%	32.0%	32.3%	30.1%
	45-59	26.2%	18.1%	20.3%	27.8%	18.2%	21.2%
	60 +	15.2%	10.3%	11.6%	16.1%	8.7%	11.1%
Education	Incomplete secondary	27.2%	25.1%	28.1%	27.8%	25.9%	27.2%
	Secondary or vocational	43.4%	44.2%	41.3%	43.5%	45.3%	42.8%
	High-school, post-high-school	13.5%	11.2%	12.5%	13.9%	11.2%	12.4%
	Higher	15.9%	19.5%	18.2%	14.8%	17.6%	17.7%
Socio-economic level	Low	28.4%	18.1%	19.5%	28.0%	17.3%	19.4%
	Average	42.0%	41.4%	41.0%	43.0%	40.5%	40.7%
	High	29.6%	40.5%	39.5%	28.9%	42.2%	39.9%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

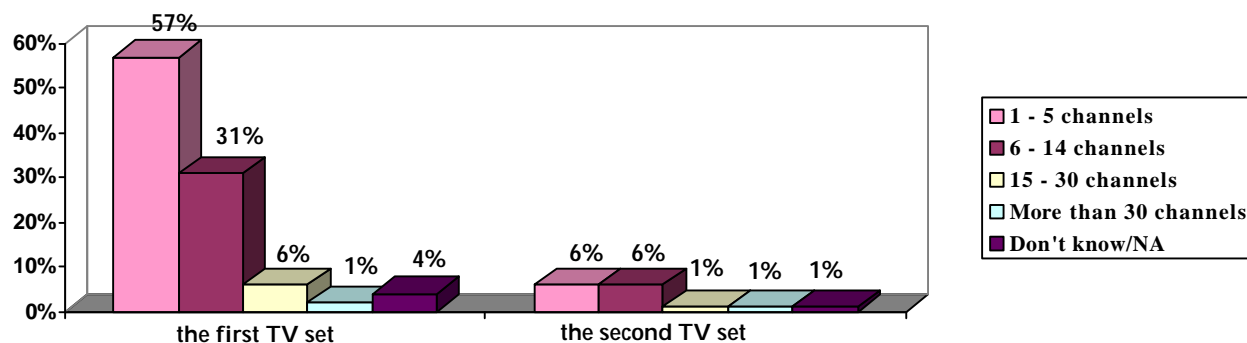
*daily average

b) weekend

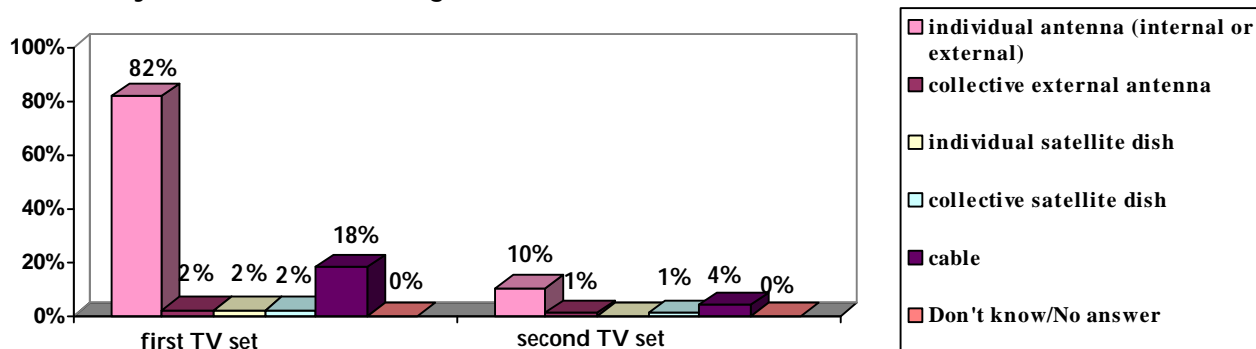
		The entire day			Prime Time		
		Total TV	TV Moldova	ORT	Total TV	TV Moldova	ORT
Sex	Male	41.7%	47.3%	47.4%	43.3%	48.7%	47.8%
	Female	58.3%	52.7%	52.6%	56.7%	51.3%	52.2%
Residence	Rural	66.9%	51.3%	54.3%	63.9%	53.0%	54.7%
	Urban	33.1%	48.7%	45.7%	36.1%	47.0%	45.3%
Age:	14-19	10.5%	16.3%	17.7%	10.6%	15.0%	16.4%
	20-29	16.3%	24.4%	24.0%	15.8%	25.2%	24.7%
	30-44	34.1%	31.0%	29.1%	34.7%	29.9%	29.2%
	45-59	22.8%	20.2%	19.5%	21.6%	21.5%	19.3%
	60 +	16.3%	8.0%	9.8%	17.2%	8.5%	10.5%
Education	Incomplete secondary	28.0%	25.2%	30.1%	30.4%	25.2%	30.0%
	Secondary or vocational	37.7%	40.2%	40.3%	36.1%	39.6%	40.4%
	High-school, post-high-school	11.8%	11.2%	10.5%	13.4%	11.1%	9.6%
	Higher	22.5%	23.4%	19.2%	20.2%	24.1%	19.9%
Socio-economic level	Low	27.2%	19.3%	24.2%	28.2%	19.0%	24.9%
	Average	37.6%	43.9%	39.5%	38.6%	42.7%	38.2%
	High	35.2%	36.8%	36.3%	33.2%	38.3%	36.9%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chapter 5: TV equipment

How many channels does your TV set receive?



How do you receive the TV signal?



What TV channels do you receive at home?

Sample: 961 respondents having TV

<i>TV Moldova</i>	94.3%
<i>ORT</i>	87.7%
<i>Romania 1</i>	69.4%
<i>Russia (RTR)</i>	38.7%
<i>PRO TV</i>	26.0%
<i>NTV</i>	23.0%
<i>NIT</i>	21.1%
<i>TV 1+1</i>	19.7%
<i>TV 6</i>	19.2%
<i>Muz TV</i>	18.9%
<i>REN TV</i>	14.7%
<i>Discovery</i>	14.7%
<i>PMR</i>	14.1%
<i>Euro Sport</i>	13.9%
<i>TV Balti</i>	11.8%
<i>TV 26</i>	10.5%
<i>Inter TV</i>	10.0%

<i>Euro TV</i>	9.7%
<i>Acasa</i>	8.1%
<i>TVC 21</i>	7.7%
<i>UT 1</i>	3.7%
<i>Novyi kanal (H)</i>	2.5%
<i>Astra</i>	2.4%
<i>TSV</i>	2.2%
<i>STB</i>	2.0%
<i>Flor TV</i>	1.9%
<i>TV 5</i>	1.8%
<i>TV 1000</i>	1.6%
<i>Drochia TV</i>	1.5%
<i>Ukraine</i>	1.3%
<i>TV Prim</i>	1.2%
<i>TNT</i>	1.2%
<i>Other (under 1% each)</i>	20.0%
<i>Don't know</i>	0.1%
<i>No answer</i>	0.2%

What is the quality of the image received?

TV station	Very weak (%)	Acceptable (%)	Very good (%)	Sample: people receiving...
TV Moldova	7.4	54.9	37.8	906
ORT	4.4	49.8	45.8	843
NIT	4.3	57.0	38.7	203
PRO TV	4.4	53.6	42.0	250
Russia (RTR)	4.0	47.7	48.3	372
Acasa		48.3	51.7	78
NTV	3.6	38.3	58.2	221
Romania 1	8.7	47.1	44.2	667
TV 6	4.8	57.2	38.0	184
TV 1+1	15.8	39.1	45.1	189
TVC 21	5.5	56.8	37.8	74
TV 26	9.3	58.1	32.6	101
Discovery	2.7	33.2	64.1	141
Muz TV	5.0	52.6	42.4	181
Euro Sport	1.5	39.5	59.0	133

C. PRINTED PRESS

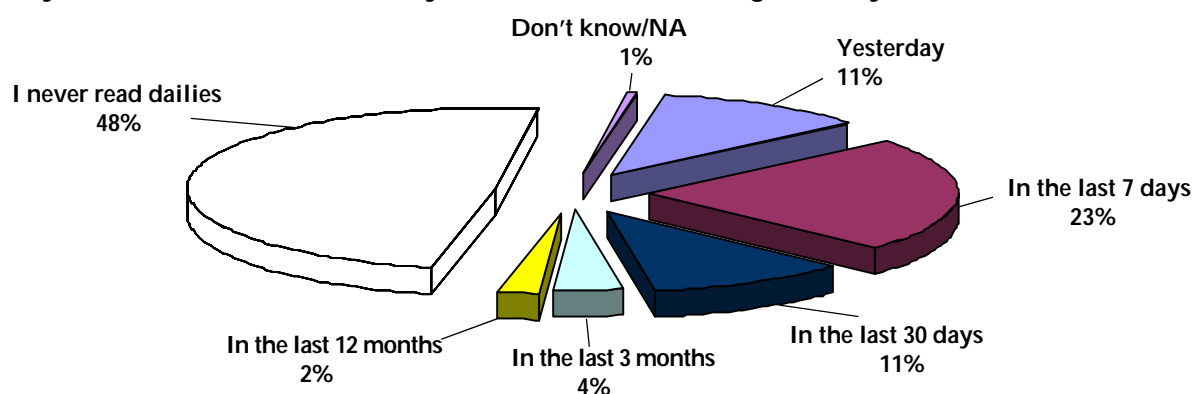
1. Dailies

Please tell me what dailies (newspapers issued several times a week) in the Republic of Moldova have you heard about, even if just the name and even if you have never read them?

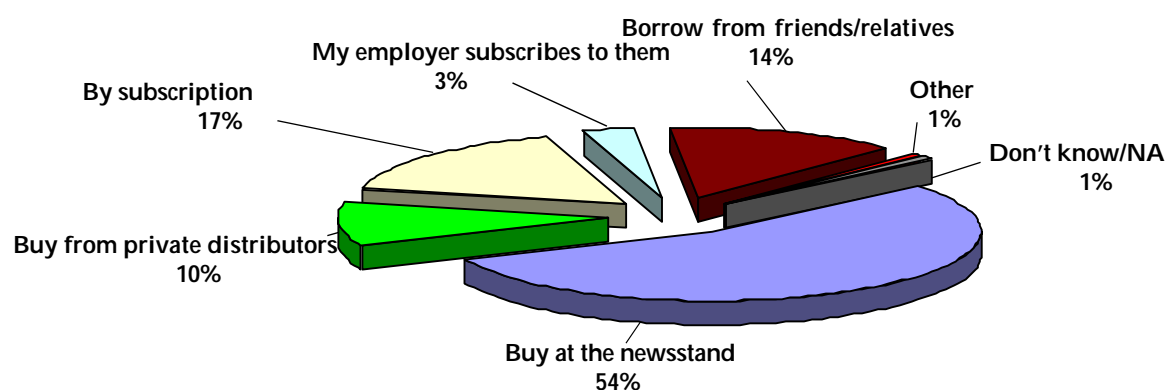
Sample: 1097 respondents – total sample

Title of publication	First mention (%)	Other spontaneously (%)	Assisted (%)	Total (%)
Komsomolskaia pravda	28.2	20.4	38.3	86.9
Makler	15.7	24.1	40.4	80.1
Flux	13.8	17.3	34.3	65.4
Moldova Suverana	8.0	14.9	42.4	65.3
Nezavisimaia Moldova	2.5	13.5	48.5	64.4
Jurnal de Chisinau	1.4	5.7	30.5	37.6
Sport Curier	0.8	4.3	29.0	34.1
Moldavskie vedomosti	0.2	2.4	27.1	29.6
Capitala	0.3	3.2	24.2	27.6
Jurnalul National		1.9		
Other (under 1% each)	1.8	3.3		
Don't know	20.6			
No answer	6.8			

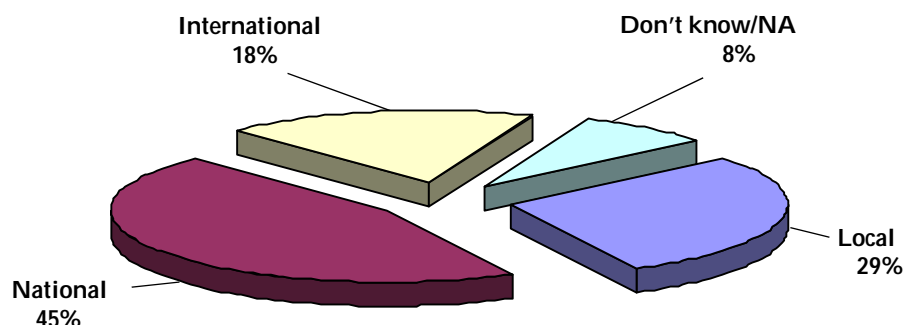
Today not considered, when did you last time leaf through a daily?



How do you buy most often the dailies you read?



What type of information interests you most in the dailies you read?



What dailies do you read most often?

Sample: 562 respondents reading dailies

Title of publication	First mention	Second mention	Third mention	Total
Komsomolskaia pravda	36.1	10.9	0.5	47.5
Makler	23.5	10.7	2.8	37.0
Flux	17.8	5.7	2.7	26.2
Moldova Suverana	5.0	3.9	1.6	10.5
Nezavisimaia Moldova	3.2	2.1	0.7	6.0
Jurnal de Chisinau	2.5	2.0	0.9	5.3
Sport Curier	1.8	1.1	1.1	3.9
Other (under 1% each)	3.9	2.8	1.2	8.0
None	1.2			
Don't know/NA	5.0			

2. Weeklies

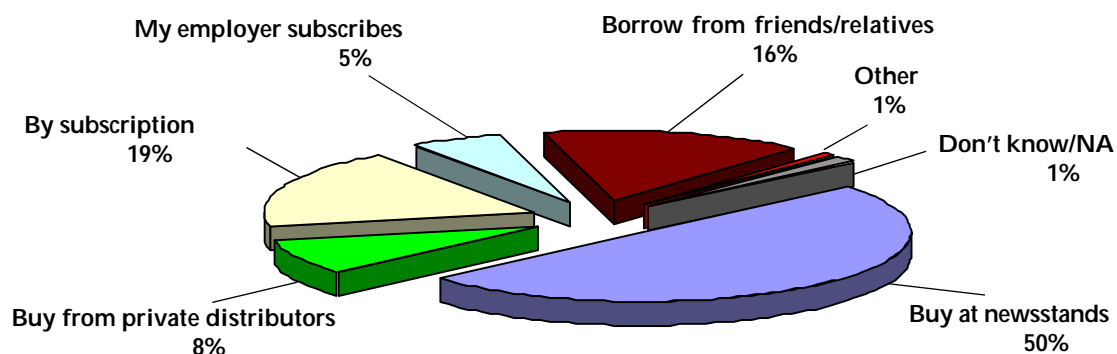
Please tell me what weeklies (newspapers issued one time a week) in the Republic of Moldova have you heard about, even if just the name and even if you have never read them?

Sample: 1097 respondents – total sample

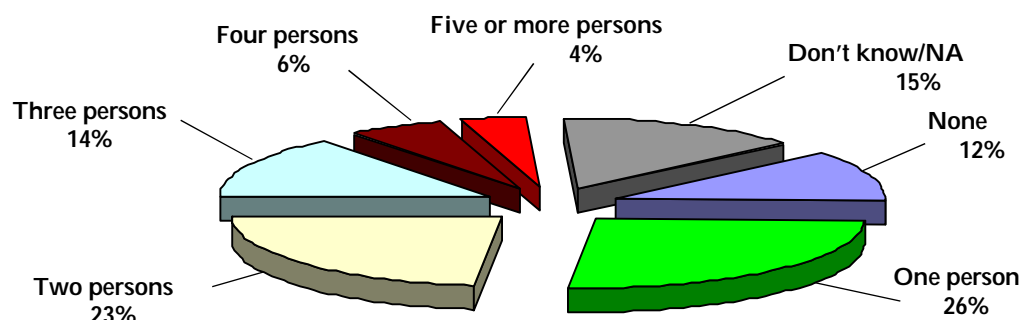
Title of publication	First mention	Other spontaneous ly	Assisted	Total
Argumenty i Fakty	16.0	17.0	42.8	75.8
Saptamina	23.2	14.5	29.0	66.7
Literatura si Arta	1.6	13.1	35.4	50.1
Tineretul Moldovei	1.5	11.4	33.0	45.9
Timpul	4.3	11.0	25.1	40.4
Economicheskoie obozrenie	0.9	4.5	23.2	28.5
Delovaia Gazeta	0.4	4.0	21.8	26.2
Kishinevskii obozrevatel	0.2	1.7	22.4	24.3
Vocea Poporului	0.2	3.9	18.6	22.7
Glasul Natiunii		1.9	17.0	19.0

Title of publication	First mention	Other spontaneous ly	Assisted	Total
Fermierul	0.5	5.3	12.5	18.2
Novoie vremea	0.7	1.6	14.9	17.2
Democratia	0.5	1.8	13.5	15.9
Accente	0.3	3.5	11.9	15.7
Capital		1.2	13.4	14.6
Sens	0.1	1.5	11.3	12.9
Spros i predlozhenie	1.7	2.6	8.2	12.5
Business Info	0.5	0.8	10.8	12.1
Cuvantul	1.4	3.1	6.2	10.7
Novaia Gazeta		0.2	8.8	9.0
Observatorul de Nord	0.3	0.4	5.8	6.5
Est Curier	0.2	0.2	5.6	5.9
Unghiul	1.6	1.5	2.6	5.7
Ecoul Nostru	0.1	0.5	5.0	5.7
Cuvantul Liber	0.2	0.2	4.6	5.0
Ora locala		0.1	4.8	4.9
Glia Drochiana	0.5	0.5	3.6	4.6
Accent provincial	0.2	1.0	3.2	4.4
Straseneanca	0.5	0.6	2.1	3.3
Gazeta de Vest		0.2	2.2	2.4
Antenna	2.4	1.7		
Shans	1.4	2.6		
Trud	0.8	1.5		
Vocea Balti/Golos Balti	0.1	2.3		
Kommunist	1.3	1.0		
Nord Info	0.8	0.4		
Other (under 1% each)	3.7	5.7		
Don't know	22.7			
No answer	9.1			

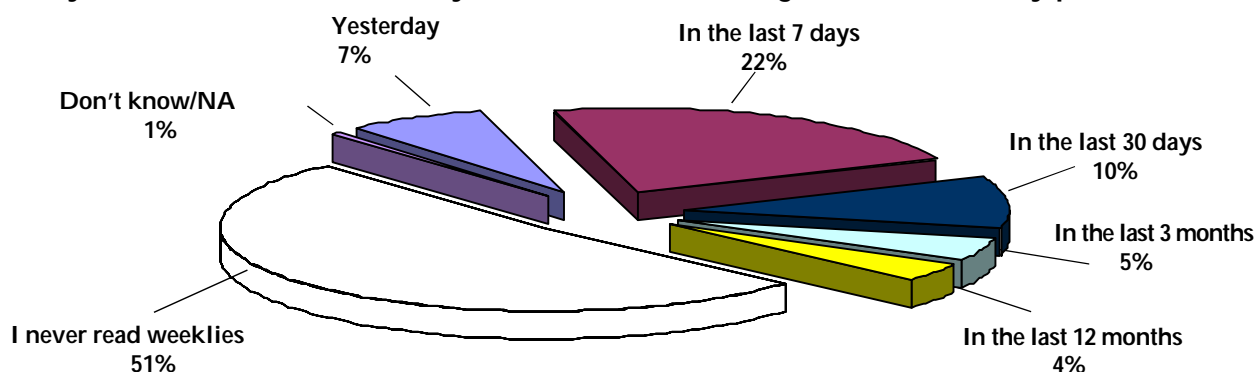
How do you buy most often the weeklies you read?



How many people besides yourself read the weeklies you procure?



Today not considered, when did you last time leaf through or read a weekly publication?



What weekly publications do you read most often?

Sample: 533 respondents reading weeklies

Title of publication	First mention (%)	Second mention (%)	Third mention (%)	Total (%)
Saptamina	27.1	6.2	1.0	34.3
Argumenty i Fakty	18.4	5.0	1.0	24.4
Timpul	6.7	3.1	0.8	10.6
Shans	3.2	2.8	0.2	6.2
Antena	4.5	1.3	0.4	6.1
Literatura si Arta	2.2	1.5	1.9	5.7
Unghiul	4.0	0.9	0.2	5.1
Cuvantul	2.6	1.3	0.4	4.3
Fermierul	0.4	2.2	1.7	4.3
Kommunist	2.1	0.9	0.6	3.6
Economicheskoie obozrenie	1.9	1.4	0.2	3.4
Trud	1.9	1.3	0.2	3.4
Novoie vremea	2.0	0.6	0.2	2.8
Spros i predlozhenie	1.9	0.2	0.4	2.5
Nord Info	1.3	0.5	0.2	2.0
Vocea Balti/Golos Balti	1.5	0.2		1.6
Democratia	0.8	0.6	0.2	1.5
Tineretul Moldovei	0.6	0.8		1.3
Observatorul de Nord	0.8	0.4	0.2	1.3
Straseneanca	1.1	0.2		1.3

Title of publication	First mention (%)	Second mention (%)	Third mention (%)	Total (%)
Znamea	1.3			1.3
Vocea Poporului	0.8	0.2	0.2	1.1
Delovaia Gazeta	0.6	0.4	0.2	1.2
Glia Drochiana	0.8	0.2		1.0
Other (under 1% each)	8.7	5.4	2.5	16.6
None	0.7			
Don't know/NA	2.3			

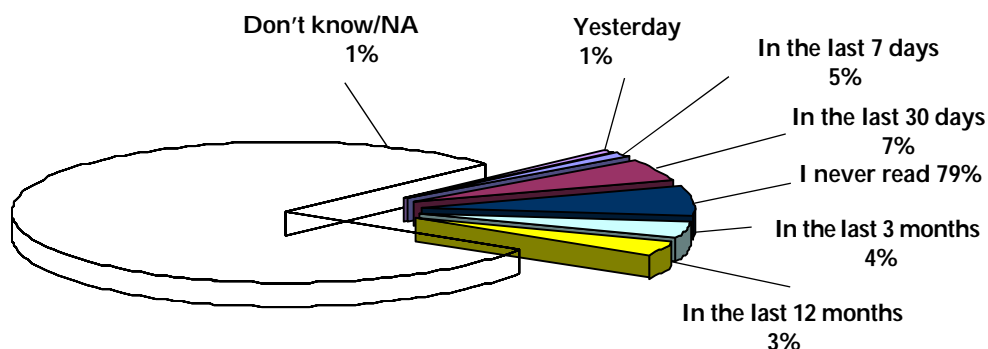
3. Monthly publications

Please tell me what monthlies (newspapers issued one time a month) in the Republic of Moldova have you heard about, even if just the name and even if you have never read them?

Sample: 1097 respondents – total sample

	First mention (%)	Other spontaneous (%)	Assisted (%)	Total (%)
Alunelul	5.1	6.4	21.8	33.3
Tainele Sanatatii	5.9	5.0	17.6	28.5
Noi	3.6	4.6	15.9	24.2
Vash domashnii doktor	2.2	3.4	18.0	23.5
Contabilitate si audit	3.2	2.9	13.1	19.2
Moldova si Lumea	1.6	3.3	11.4	16.3
Basarabia	1.6	1.3	12.4	15.3
Limba romana	0.8	2.6	11.2	14.7
Capitala magazin	0.7	1.5	7.2	9.4
Sud-Est	0.1	1.0	4.3	5.4
Contrafort	0.2	0.4	4.2	4.7
Liza	1.2	0.7		
Amic	0.3	0.7		
Babushka	0.7	0.3		
Other (under 1% each)	5.5	2.8		
Don't know	49.5			
No answer	17.7			

Today not considered, when was the last time you leafed through or read a monthly publication?



What monthly publications do you read most often?

Sample: 224 respondents reading monthlies

%	First mention	Second mention	Third mention	Total
Tainele Sanatatii	19.2	1.8	2.7	23.7
Alunelul	9.8	5.8	2.7	18.3
Noi	8.0	5.8	1.3	15.2
Vash domashnii doktor	8.5	4.9	0.4	13.9
Contabilitate si audit	10.7	1.3	0.4	12.5
Liza	4.9	1.8	0.4	7.2
Basarabia	1.8	1.3	0.9	4.0
Babushka	2.2	0.4	0.4	3.1
Speed info	0.9	1.3		2.2
Moldova si Lumea	1.8	0.4		2.2
Capitala magazin	2.2			2.2
Limba romana	0.9	0.9		1.8
Amic	0.9	0.4	0.4	1.8
Omnibus	1.3	0.4		1.8
Za ruliom	1.3			1.3
Other (under 1% each)	14.7	7.2	2.7	24.6
None	1.8			
Don't know/NA	8.9			

Chapter 4: Reader profile

4.1 Socio-demographic profiles – daily publications

4.1.1. Reader profile based on the frequency of reading dailies

		Daily (6-7 days)	3-5 days a week	1-2 days a week	More rarely	Never
Sex	Male	44.3%	55.9%	44.2%	51.0%	44.4%
	Female	55.7%	44.1%	55.8%	49.0%	55.6%
Residence	Rural	39.8%	47.6%	55.0%	56.8%	65.3%
	Urban	60.2%	52.4%	45.0%	43.2%	34.7%
Age:	14-19	14.0%	14.9%	18.8%	16.3%	11.8%
	20-29	13.9%	22.1%	22.0%	26.7%	17.4%
	30-44	37.2%	32.0%	29.2%	32.0%	22.4%
	45-59	25.2%	22.2%	23.0%	16.4%	21.3%
	60 +	9.6%	8.9%	7.0%	8.7%	27.1%
Education	Incomplete secondary	14.2%	20.2%	21.0%	24.6%	43.0%
	Secondary or vocational	20.9%	42.6%	43.5%	49.0%	41.7%
	High-school, post-high-school	11.8%	10.9%	12.3%	12.6%	8.3%
	Higher	53.1%	26.2%	23.2%	13.7%	6.9%
Socio-economic level	Low	19.1%	14.8%	20.3%	28.3%	42.7%
	Average	29.9%	38.5%	41.0%	34.7%	32.2%
	High	51.0%	46.8%	38.7%	37.0%	25.2%
Total		100.0%	100.0%	100.0%	100.0%	100.0%

4.1.2. Reader profile of the main daily publications

	Total readers	Readers who have read the last issue of ...	Readers who have <u>not</u> read the last issue of ...
Komsomolskaia pravda	55	46	9
Flux	30	23	7
Makler	29	22	7
Moldova Suverana	8	6	2
Nezavisimaia Moldova	8	6	2
Jurnal de Chisinau	7	5	2
Capitala	1		1
Sport Curier	3	2	1

4.2 Socio-demographic profiles – weekly publications

4.2.1. Reader profile based on the frequency of reading weekly publications

		Weekly	2-3 times a month	1-2 times a month	More rarely	Never
Sex	Male	42.9%	45.3%	44.0%	51.8%	46.9%
	Female	57.1%	54.7%	56.0%	48.2%	53.1%
Residence	Rural	61.5%	36.7%	58.7%	63.3%	60.3%
	Urban	38.5%	63.3%	41.3%	36.7%	39.7%
Age:	14-19	14.9%	26.1%	14.9%	11.7%	12.8%
	20-29	18.4%	14.3%	26.0%	25.1%	19.5%
	30-44	28.6%	31.1%	36.2%	32.2%	23.2%
	45-59	25.1%	24.8%	17.8%	22.1%	19.0%
	60 +	13.0%	3.7%	5.0%	8.9%	25.6%
Education	Incomplete secondary	21.5%	29.8%	21.2%	21.6%	40.6%
	Secondary or vocational	34.5%	39.2%	46.4%	51.6%	43.0%
	High-school, post-high-school	13.2%	11.6%	12.0%	10.7%	9.0%
	Higher	30.9%	19.4%	20.3%	16.1%	7.4%
Socio-economic level	Low	21.4%	20.6%	23.2%	27.1%	39.6%
	Average	36.9%	32.3%	36.0%	41.2%	33.3%
	High	41.8%	47.1%	40.9%	31.7%	27.0%
Total		100.0%	100.0%	100.0%	100.0%	100.0%

4.2.2. Reader profile of the main weekly publications

	Total readers	Readers who have read the last issue of ...	Readers who have <u>not</u> read the last issue of ...
Saptamina	112	92	20
Argumenty i Fakty	71	54	17
Timpul	35	30	5
Unghiul	24	21	3

	Total readers	Readers who have read the last issue of ...	Readers who have <u>not</u> read the last issue of ...
Antena	23	20	3
Fermierul	18	15	3
Cuvantul	16	13	3
Literatura si Arta	13	10	3
Novoie vremea	11	9	2
Economicheskoie obozrenie	10	7	3

4.3 Socio-demographic profiles – monthly publications

4.3.1. Reader profile based on the frequency of reading monthlies

		Weekly	2-3 times a month	1-2 times a month	More rarely	Never
Sex	Male	41.5%	30.2%	34.7%	43.4%	48.6%
	Female	58.5%	69.8%	65.3%	56.6%	51.4%
Residence	Rural	39.6%	45.1%	63.9%	58.9%	60.1%
	Urban	60.4%	54.9%	36.1%	41.1%	39.9%
Age:	14-19	31.6%	21.8%	15.1%	17.7%	12.9%
	20-29	28.0%	14.8%	24.8%	23.2%	19.4%
	30-44	8.0%	44.7%	30.6%	32.4%	26.4%
	45-59	19.4%	14.8%	22.3%	18.8%	21.4%
	60 +	13.0%	3.9%	7.1%	7.9%	19.9%
Education	Incomplete secondary	35.4%	18.6%	16.5%	17.9%	35.0%
	Secondary or vocational	16.0%	18.4%	30.9%	51.9%	44.4%
	High-school, post-high-school	20.3%	18.2%	14.1%	9.2%	9.7%
	Higher	28.3%	44.8%	38.5%	21.1%	10.9%
Socio-economic level	Low	32.5%	14.7%	20.7%	20.1%	34.4%
	Average	35.4%	55.7%	33.8%	47.5%	33.5%
	High	32.1%	29.6%	45.5%	32.4%	32.1%
Total		100.0%	100.0%	100.0%	100.0%	100.0%

4.3.2. Reader profile of the main monthlies

	Total readers	Readers who have read the last issue of ...	Readers who have <u>not</u> read the last issue of ...
Tainele Sanatatii	33	27	6
Alunelul	24	20	4
Noi	21	17	4
Vash domashnii doktor	19	12	7
Contabilitate si audit	19	17	2
Liza	10	8	2
Contrafort	4	3	1
Moldova si Lumea	3	1	2
Limba romana	3	2	1
Basarabia	3	3	
Sud-Est	1	1	